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OTTAWA, CANADA

63-007

Dominion Statistician: Herbert Marshall, B.A., F.S.S.
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No. 1 16-3010

SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-MARCH, 1946

→ January printed for archives hereafter

Monthly reports showing the number and value of new motor vehicle purchases in Canada were commenced by the Bureau of Statistics in 1932 and were continued until the end of 1942 by which time the number of vehicles available for purchase by civilians had become so small as to render the publication of this monthly series no longer advisable. This series of reports is now being resumed, in the meantime on a quarterly basis, and the figures for the first quarter of 1946 are presented herewith.

There were 13,115 new motor vehicles sold in Canada for \$20,189,426 in the first quarter of 1946. Included in these totals are 6,887 new passenger models which sold for \$9,426,830 and 6,228 new commercial models which sold for \$10,762,596. A summary of the sales figures for passenger cars and for commercial vehicles is given in the table for each of the first three months of the year. The total sales for the quarter are also broken down on a regional basis.

Summary of New Motor Vehicle Sales by Months and by Provinces,
January-March, 1946

	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
January	983	1,307,300	1,648	2,829,047	2,631	4,136,347
February	1,581	2,194,638	2,132	3,730,834	3,713	5,925,472
March	4,323	5,924,892	2,448	4,202,715	6,771	10,127,607
First Quarter:						
CANADA	6,887	9,426,830	6,228	10,762,596	13,115	20,189,426
Maritime Provinces.	562	761,296	656	1,123,711	1,218	1,885,007
Quebec	1,113	1,521,298	1,263	2,341,575	2,376	3,862,873
Ontario	3,764	5,147,681	2,377	4,177,571	6,141	9,325,252
Manitoba	287	405,483	279	453,779	566	859,262
Saskatchewan	316	429,132	633	907,674	949	1,336,806
Alberta	394	541,109	612	980,864	1,006	1,521,973
British Columbia ..	451	620,831	408	777,422	859	1,398,253

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SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-JUNE, 1946

This is the second quarterly report issued by the Bureau of Statistics showing retail sales of new motor vehicles in 1946. The results indicate a constantly increasing rate of consumer purchasing throughout the first six months of the year in both passenger and commercial types of vehicles. Total sales of passenger cars for the first half of the year amounted to 28,345 units with a retail value of \$39,514,496. New commercial vehicle sales numbered 18,544 and these sold for \$30,937,847. Average retail prices were \$1,394 for new passenger cars and \$1,638 for new commercial vehicles.

The second quarter of the year witnessed much greater sales activity than did the first three months. Sales of new passenger cars totalled 21,458 in the months from April to June, as compared with 7,113 units sold in the first quarter of the year. The 12,316 trucks and buses sold in the second quarter were approximately twice the number sold in the January-to-March period.

Monthly totals for passenger and commercial vehicles are shown below. The table also lists the provincial sales for both types of vehicle in the second quarter of this year.

Summary of New Motor Vehicle Sales by Months and by Provinces,
January-June, 1946

	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
January	983	1,307,300	1,648	2,829,047	2,631	4,136,347
February	1,581	2,194,638	2,132	3,730,834	3,713	5,925,472
March	4,323	5,924,892	2,448	4,202,715	6,771	10,127,607
April	5,829	8,048,398	3,653	5,542,537	9,482	13,590,935
May	7,476	10,399,366	4,090	6,857,055	11,566	17,256,421
June	8,153	11,639,902	4,573	7,775,659	12,726	19,415,561
Jan.-June	28,345	39,514,496	18,544	30,937,847	46,889	70,452,343

SECOND QUARTER:

CANADA	21,458	30,087,666	12,316	20,175,251	33,774	50,262,917
Maritime Provinces ..	1,836	2,559,094	1,430	2,286,842	3,266	4,845,936
Quebec	4,095	5,851,962	2,199	3,913,244	6,294	9,765,206
Ontario	9,925	13,940,161	4,487	7,313,160	14,412	21,253,321
Manitoba	1,144	1,596,125	738	1,139,122	1,882	2,735,247
Saskatchewan	1,510	2,039,110	1,251	1,906,985	2,761	3,946,095
Alberta	1,445	2,004,247	1,282	2,051,725	2,727	4,055,972
British Columbia ...	1,503	2,096,967	929	1,564,173	2,432	3,661,140

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No. 3	16-3010

SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-SEPTEMBER, 1946

New motor vehicle sales by Canadian retail dealers in the first nine months of 1946 totalled 78,344 units with a retail value of \$120,506,733. The peak of sales volume was reached in July when 13,000 vehicles were sold for \$19,878,756. Sales dropped to slightly over 9,000 units in each of the two following months.

Passenger cars accounted for slightly more than 60 per cent of the total sales. There were 48,129 passenger models sold in the first nine months of the year and these had a retail value of \$70,302,969. September sales recorded an upward movement from August, after successive declines in the two preceding months.

Sales of new trucks and buses rose steadily in each month of the year until July, but fell off sharply in August and September. Total distribution of commercial vehicles in the first nine months of 1946 was 30,215 units valued at \$50,203,764.

It is impossible to predict accurately the retail distribution of new motor vehicles in the last three months of this year. It is certain, however, that total 1946 volume will not approach that for 1937, the previous peak year, when 144,441 new vehicles were marketed. Relationships between new vehicle sales in the first nine months of this year and those for the year 1937 disclose some interesting facts. For example, sales of new commercial models in the January-to-September period of 1946 outnumber sales of new trucks and buses in the full year 1937, a year in which sales reached 30,166. Passenger car sales, on the other hand, lag far behind pre-war volumes and are far off the pace set in 1937 when 114,275 units were sold.

Summary of New Motor Vehicle Sales by Months and by Provinces

January-September, 1946

	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
January	983	1,307,300	1,648	2,829,047	2,631	4,136,347
February	1,581	2,194,638	2,132	3,730,834	3,713	5,925,472
March	4,323	5,924,892	2,448	4,202,715	6,771	10,127,607
April	5,829	8,048,398	3,653	5,542,537	9,482	13,590,935
May	7,476	10,399,366	4,090	6,857,055	11,566	17,256,421
June	8,153	11,639,902	4,573	7,775,659	12,726	19,415,561
July	7,837	11,451,333	5,163	8,427,423	13,000	19,878,756
August	5,551	8,524,311	3,540	5,923,826	9,091	14,448,137
September	6,396	10,812,829	2,968	4,914,668	9,364	15,727,497
Jan.-Sept.	48,129	70,302,969	30,215	50,203,764	78,344	120,506,733
THIRD QUARTER:						
CANADA	19,784	30,788,473	11,671	19,265,917	31,455	50,054,390
Maritime Provinces .	1,758	2,715,111	1,176	1,866,408	2,934	4,581,519
Quebec	3,889	6,259,860	1,945	3,445,695	5,834	9,705,555
Ontario	8,805	13,906,096	3,986	6,713,994	12,791	20,620,090
Manitoba	965	1,458,564	869	1,315,082	1,834	2,773,646
Saskatchewan	1,511	2,176,337	1,452	2,222,194	2,963	4,398,531
Alberta	1,303	1,918,923	1,169	1,875,976	2,472	3,794,899
British Columbia ...	1,553	2,353,582	1,074	1,826,568	2,627	4,180,150

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16-3010

SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-DECEMBER, 1946

Preliminary results show 114,479 new motor vehicles sold at retail in Canada during 1946, having a retail value of \$179,689,602. Distribution of new vehicles was higher in the final quarter of the year than in any of the three previous quarters, reversing the downward trend which was in evidence during the third quarter of the year.

Passenger cars retailed during 1946 numbered 73,052 and these had a retail value of \$109,932,039. The last two months of the year witnessed a sharp upswing in sales and volume was higher in these two months than in any earlier month of the year.

Sales of new trucks and buses continued at a steady rate during the final quarter and total distribution for the year was 41,427 units valued at \$69,757,563.

Sales of New Motor Vehicles In Canada, by Provinces, 1946

	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	No.	Retail Value	No.	Retail Value	No.	Retail Value
		\$		\$		\$
CANADA	73,052	109,932,039	41,427	69,757,563	114,479	179,689,602
Maritime Provinces ...	6,125	9,150,103	4,342	7,063,532	10,467	16,213,635
Quebec	13,403	20,719,175	7,071	12,847,266	20,474	33,566,441
Ontario	34,980	53,074,747	15,332	26,178,188	50,312	79,252,935
Manitoba	3,498	5,149,714	2,697	4,211,977	6,195	9,361,691
Saskatchewan	4,864	6,863,604	4,511	6,914,683	9,375	13,778,287
Alberta	4,796	6,945,773	4,186	6,823,237	8,982	13,769,010
British Columbia	5,386	8,028,923	3,288	5,718,680	8,674	13,747,603

Summary of New Motor Vehicle Sales by Months and by Provinces

January-December, 1946

	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
January	983	1,307,300	1,648	2,829,047	2,631	4,136,347
February	1,581	2,194,638	2,132	3,730,834	3,713	5,925,472
March	4,323	5,924,892	2,448	4,202,715	6,771	10,127,607
April	5,829	8,048,398	3,653	5,542,537	9,482	13,590,935
May	7,476	10,399,366	4,090	6,857,055	11,566	17,256,421
June	8,153	11,639,902	4,573	7,775,659	12,726	19,415,561
July	7,837	11,451,333	5,163	8,427,423	13,000	19,878,756
August	5,551	8,524,311	3,540	5,923,826	9,091	14,448,137
September	6,396	10,812,829	2,968	4,914,668	9,364	15,727,497
October	7,102	11,478,573	3,621	6,326,518	10,723	17,805,091
November	9,222	14,510,404	3,890	6,674,077	13,112	21,184,481
December	8,599	13,640,093	3,701	6,553,204	12,300	20,193,297
Jan.-Dec.....	73,052	109,932,039	41,427	69,757,563	114,479	179,689,602
FOURTH QUARTER:						
CANADA	24,923	39,629,070	11,212	19,553,799	36,135	59,182,869
Maritime Provinces ..	1,969	3,114,602	1,080	1,786,571	3,049	4,901,173
Quebec	4,306	7,086,055	1,664	3,146,752	5,970	10,232,807
Ontario	12,486	20,080,809	4,482	7,973,463	16,968	28,054,272
Manitoba	1,102	1,689,542	811	1,303,994	1,913	2,993,536
Saskatchewan	1,527	2,219,025	1,175	1,877,830	2,702	4,096,855
Alberta	1,654	2,481,494	1,123	1,914,672	2,777	4,396,166
British Columbia	1,379	2,957,543	877	1,550,517	2,756	4,508,060

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Herbert Marshall
W. H. Losee
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16-3010
BAROMETRICS FILE "W"

SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-MARCH, 1947

Sales of new motor vehicles in Canada were higher in the first three months of this year than in any similar period in the past. The previous high point was reached in 1937 when 34,338 vehicles were sold between January and March for \$29,030,621. There were 44,859 new passenger and commercial models sold for \$76,744,320 in the January-to-March period of 1947. Passenger cars formed about two-thirds of the total sales. Sales in the first three months of last year numbered 13,317 and these had a retail value of \$20,813,833.

Unit sales in January, 1947 were almost as high as in any month of last year. Further increases in February and March made those two months by far the highest in the post-war period.

Summary of New Motor Vehicle Sales by Months and by Provinces
January-March, 1947

	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
First Quarter:						
CANADA	30,134	50,266,858	14,725	26,477,462	44,859	76,744,320
Maritime Provinces	2,113	3,417,076	1,415	2,325,857	3,528	5,742,933
Quebec	5,608	9,742,367	2,672	5,036,893	8,280	14,779,260
Ontario	14,229	23,865,637	5,586	10,362,138	19,815	34,227,775
Manitoba	1,514	2,450,433	985	1,695,004	2,499	4,145,437
Saskatchewan	1,935	3,022,284	1,333	2,134,540	3,268	5,156,824
Alberta	2,047	3,375,558	1,492	2,590,634	3,539	5,966,192
British Columbia .	2,688	4,393,503	1,242	2,332,396	3,930	6,725,899

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8

SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-MAY, 1947

New motor vehicle sales in Canada were higher in April and May than in any of the earlier months of the year. The number of vehicles sold was about 18,400 in both April and May, and the retail values were slightly over \$32,000,000 in each case. The ratio of passenger to commercial vehicle sales has remained fairly constant in recent months at about 2 to 1.

There were 81,654 new motor vehicles sold for \$140,982,132 in the first five months of this year, a much higher volume than in the same period of 1946 when 35,396 units retailed for \$53,945,586. Passenger car sales numbered 54,726 and the retail value of these was \$91,992,512 in the January-to-May period of 1947.

New Motor Vehicle Sales by Months and by Provinces

January-May, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1947		\$		\$		\$
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
January to May, 1947						
CANADA	54,726	91,992,512	26,928	48,989,620	81,654	140,982,132
Maritime Provinces.	4,142	6,787,450	2,646	4,442,949	6,788	11,230,399
Quebec	10,055	17,526,252	4,770	9,236,436	14,825	26,762,688
Ontario	25,271	42,749,682	10,522	19,537,291	35,793	62,286,973
Manitoba	2,817	4,627,379	1,682	2,964,878	4,499	7,592,257
Saskatchewan	3,823	6,063,622	2,494	3,993,193	6,317	10,056,815
Alberta	3,988	6,547,452	2,611	4,517,201	6,599	11,064,653
British Columbia ..	4,630	7,690,675	2,203	4,297,672	6,833	11,988,347

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6

SALES OF NEW MOTOR VEHICLES IN CANADA, JANUARY-JUNE, 1947

There were 19,965 new motor vehicles retailed for \$34,557,484 in June, 1947. Passenger car sales continued to increase, while commercial vehicle sales showed a decline from May.

In the first half of this year 101,619 new vehicles were sold for \$175,539,616 as compared with 46,889 units retailed for \$70,452,343 in the same period of 1946. Passenger car sales numbered 69,528 with a retail value of \$117,258,137 in the January-to-June period, while 32,091 trucks and buses were sold for \$58,281,479.

New Motor Vehicle Sales by Months and by Provinces
January-June, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
1947						
January	8,391	18,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
June	14,802	25,265,625	5,163	9,291,859	19,965	34,557,484
January-June, 1947						
CANADA	69,528	117,258,137	32,091	58,281,479	101,619	175,539,616
Maritime Provinces.	5,312	8,709,875	3,155	5,278,622	8,467	13,988,497
Quebec	12,625	22,153,332	5,646	10,905,459	18,271	33,058,791
Ontario	32,072	54,351,026	12,509	23,163,043	44,581	77,514,069
Manitoba	3,616	5,992,210	2,028	3,570,511	5,644	9,562,721
Saskatchewan	4,771	7,583,025	2,955	4,737,973	7,726	12,320,998
Alberta	5,186	8,545,925	3,119	5,421,722	8,305	13,967,647
British Columbia ..	5,943	9,022,744	2,679	5,204,149	8,625	15,126,893

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6

SALES OF NEW MOTOR VEHICLES IN CANADA, JULY, 1947

There were 20,145 new motor vehicles retailed for \$35,352,307 in July, 1947. Passenger car sales fell off only slightly, while commercial vehicle sales increased considerably over June.

Cumulative totals for the first seven months of 1947 show 121,764 new vehicles sold at retail for \$210,891,923. In the same seven-month period of 1946, sales numbered 62,489 and had a value of \$96,262,511. Passenger car sales in the January-to-July period of 1947 reached 84,148 units which had a total retail value of \$142,409,574, surpassing the volume of sales in the full year 1946 when 77,742 passenger cars were sold for \$120,325,496.

New Motor Vehicle Sales by Months and by Provinces
July, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1947		\$		\$		\$
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
June	14,802	25,265,625	5,163	9,291,859	19,965	34,557,484
July	14,620	25,151,437	5,525	10,200,870	20,145	35,352,307
Jan.-July, 1947 ...	84,148	142,409,574	37,616	68,482,349	121,764	210,891,923
<u>JULY SALES BY PROVINCES</u>						
Maritime Provinces	1,050	1,765,220	536	944,988	1,586	2,710,208
Quebec	2,543	4,466,456	943	1,844,116	3,486	6,310,572
Ontario	7,064	12,236,160	2,026	3,875,596	9,090	16,111,756
Manitoba	765	1,254,738	375	657,137	1,140	1,911,875
Saskatchewan	935	1,525,825	585	964,163	1,520	2,489,988
Alberta	1,062	1,802,783	600	1,107,864	1,662	2,910,647
British Columbia ..	1,201	2,100,255	460	807,006	1,661	2,907,261

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 No. 5. 16-3010
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SALES OF NEW MOTOR VEHICLES IN CANADA, AUGUST, 1947

There were 16,578 new motor vehicles retailed for \$30,306,805 in August, 1947. Both passenger car and commercial vehicle sales declined from the previous month, but remained well above 1946 totals for the same months.

Cumulative results for the first eight months of 1947 show 138,342 new vehicles sold for \$241,198,728. In the same eight-month period of last year 68,980 units retailed at \$104,779,236. Passenger car sales in the January-to-August period of 1947 reached 95,915 with a retail value of \$163,531,626. This number was more than double the 41,733 passenger cars sold for \$59,490,140 in the corresponding period of 1946.

New Motor Vehicle Sales by Months and by Provinces
August, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1947		\$		\$		\$
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
June	14,802	25,265,625	5,163	9,291,859	19,965	34,557,484
July	14,620	25,151,437	5,525	10,200,870	20,145	35,352,307
August	11,767	21,122,052	4,811	9,184,753	16,578	30,306,805
Jan.-Aug., 1947 ...	95,915	163,531,626	42,427	77,667,102	138,342	241,198,728
<u>AUGUST SALES BY PROVINCES</u>						
Maritime Provinces	957	1,708,096	672	1,179,398	1,629	2,887,494
Quebec	2,496	4,795,049	768	1,609,269	3,264	6,404,318
Ontario	4,876	8,756,564	1,572	3,108,684	6,448	11,865,248
Manitoba	646	1,107,018	309	555,479	955	1,662,497
Saskatchewan	840	1,426,164	509	853,144	1,349	2,279,308
Alberta	858	1,464,700	611	1,092,658	1,469	2,557,358
British Columbia ..	1,094	1,864,461	370	786,121	1,464	2,650,582

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No. 16-3010
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DEPT. OF
LITICAL ECONOMY

SALES OF NEW MOTOR VEHICLES IN CANADA

OCTOBER, 1947

October sales of new motor vehicles in Canada totalled 23,640 units retailed for \$44,820,146. There was a slight increase over September which brought October volume to the highest point reached this year. The upward movement was the result of a substantial increase in the sale of new commercial vehicles--from 6,441 in September to 8,214 in October. Passenger car sales declined slightly in October to 15,426 vehicles compared with 16,155 units retailed in September.

Sales in 1947, to the end of October, amounted to 184,578 vehicles with a retail value of \$328,229,027. In the same period of 1946 sales numbered 93,858 units with a retail value of \$149,280,000. Passenger car sales in the first ten months of this year totalled 127,496, whereas the total for the same period of 1946 was 59,351.

New Motor Vehicle Sales by Months and by Provinces
October, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1947		\$		\$		\$
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
June	14,802	25,265,625	5,163	9,291,859	19,965	34,557,484
July	14,620	25,151,437	5,525	10,200,870	20,145	35,352,307
August	11,767	21,122,052	4,811	9,184,753	16,578	30,306,805
September	16,155	29,666,653	6,441	12,543,500	22,596	42,210,153
October	15,426	28,314,716	8,214	16,505,430	23,640	44,820,146
Jan.-Oct., 1947 ...	127,496	221,512,995	57,082	106,716,032	184,578	328,229,027
OCTOBER SALES BY PROVINCES						
Maritime Provinces.	1,208	2,128,369	1,059	2,027,814	2,267	4,156,183
Quebec	2,728	5,196,268	1,511	3,255,938	4,239	8,452,206
Ontario	7,263	13,428,803	2,594	5,548,169	9,857	18,976,972
Manitoba	808	1,420,854	554	979,517	1,362	2,400,371
Saskatchewan	858	1,499,224	863	1,514,218	1,721	3,013,442
Alberta	1,127	1,972,827	965	1,814,300	2,092	3,787,127
British Columbia ..	1,434	2,668,371	668	1,365,474	2,102	4,033,845

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No. 8.

16-3010

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SALES OF NEW MOTOR VEHICLES IN CANADA

NOVEMBER, 1947

DEPT. OF
POLITICAL ECONOMY

New motor vehicle sales in Canada numbered 20,809 units with a retail value of \$40,715,897 in November. Though lower than in October when 23,640 vehicles were retailed, volume remained above average monthly sales in the January-to-November period. There was a marked reduction in sales of new trucks and buses from the high point reached in October. On the other hand, the 15,539 passenger cars sold in November represented an increase over October and the total was higher than for earlier months of the year except September.

In the first eleven months of 1947, 205,387 new vehicles were sold for \$368,944,924. Sales in the same period of 1946 totalled 107,355 vehicles with a value of \$171,761,793. Passenger car sales to the end of November, 1947 numbered 143,035, as compared with 68,888 sales made in the similar period of 1946.

New Motor Vehicle Sales by Months and by Provinces
November, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1947						
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
June	14,802	25,265,625	5,163	9,291,859	19,965	34,557,484
July	14,620	25,151,437	5,525	10,200,870	20,145	35,352,307
August	11,767	21,122,052	4,811	9,184,753	16,578	30,306,805
September	16,155	29,666,653	6,441	12,543,500	22,596	42,210,153
October	15,426	28,314,716	8,214	16,505,430	23,640	44,820,146
November	15,539	30,337,324	5,270	10,378,573	20,809	40,715,897
Jan.-Nov., 1947 ...	143,035	251,850,319	62,352	117,094,605	205,387	368,944,924
<u>NOVEMBER SALES</u> <u>BY PROVINCES</u>						
Maritime Provinces.	1,156	2,191,277	624	1,121,308	1,780	3,312,585
Quebec	2,595	5,268,765	1,080	2,274,726	3,675	7,543,491
Ontario	7,561	14,760,025	1,789	3,604,804	9,350	18,364,829
Manitoba	784	1,516,202	354	685,465	1,138	2,201,667
Saskatchewan	914	1,718,548	498	847,346	1,412	2,565,894
Alberta	1,085	2,100,645	504	969,296	1,589	3,069,941
British Columbia ..	1,444	2,781,862	421	875,628	1,865	3,657,490

Price 10 cents

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No. 9. 16-3010

SALES OF NEW MOTOR VEHICLES IN CANADA
DECEMBER, 1947

10

A total of 17,758 new Motor vehicles were sold at retail in Canada during December, 1947 for an amount of \$33,361,794. Sales were lower than in any month since ~~March~~ ^{August} of last year, but trading was more active than in December, 1946 when 12,689 vehicles sold for \$21,567,211. New passenger car-sales in December numbered 12,991 with a retail value of \$24,411,267.

Preliminary totals for the year 1947 showed that 223,145 new vehicles retailed for \$402,306,673. Of these, 156,026 were passenger cars. This was almost twice the number of transaction recorded for 1946 when 120,044 new vehicles, including 77,742 passenger models sold for \$193,329,005.

New Motor Vehicle Sales by Months and by Provinces
December, 1947

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail value	Number	Retail value	number	Retail value
1947		\$		\$		\$
January	8,391	13,918,389	4,582	8,050,406	12,973	21,968,795
February	10,145	16,713,777	4,668	8,441,245	14,813	25,155,022
March	11,598	19,634,692	5,475	9,985,811	17,073	29,620,503
April	12,114	20,572,602	6,290	11,506,935	18,404	32,079,537
May	12,478	21,153,052	5,913	11,005,223	18,391	32,158,275
June	14,802	25,265,625	5,163	9,291,550	19,965	34,557,175
July	14,620	25,151,437	5,525	10,200,870	20,145	35,352,307
August	11,767	21,122,052	4,811	9,184,755	16,578	30,306,805
September	16,155	23,666,653	6,441	12,543,500	22,596	42,210,153
October	15,426	28,314,716	8,214	16,505,430	23,640	44,820,146
November	15,539	30,337,324	5,270	10,378,573	20,809	40,715,897
December	12,991	24,411,267	4,767	8,950,482	17,758	33,361,749
Jan.-Dec., 1947	156,026	276,261,586	67,113	126,045,087	223,145	402,306,673
DECEMBER SALES BY PROVINCES						
Maritime Provinces	1,017	1,864,634	599	1,091,169	1,616	2,955,803
Quebec	2,208	4,195,984	915	1,796,301	3,121	5,992,285
Ontario	5,705	10,807,916	1,651	3,197,910	7,356	14,005,826
Manitoba	717	1,334,720	240	421,423	957	1,756,143
Saskatchewan	1,000	1,825,721	474	785,514	1,474	2,611,235
Alberta	1,115	2,061,853	485	869,405	1,600	2,931,258
British Columbia	1,229	2,320,459	405	788,760	1,634	3,109,199

New Motor Vehicle Sales, by Provinces, Jan., - Dec., 1946 and 1947

Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value \$	Number	Retail Value \$	Number	Retail Value \$
<u>1946</u>						
CANADA.....	77.742	120.325.496	42.302	73.003.509	120.044	193.329.005
Maritimes	6.388	9.791.974	4.463	7.381.405	10.851	17.173.379
Quebec	14.376	22.897.914	7.243	13.798.702	21.619	36.696.616
Ontario	37.070	57.693.104	15.710	27.522.981	52.780	85.216.085
Manitoba	3.717	5.658.386	2.722	4.288.334	6.439	9.946.720
Saskatchewan ...	5.140	7.469.957	4.588	7.093.367	9.728	14.563.324
Alberta	5.194	7.807.510	4.236	7.053.248	9.430	14.860.758
British Columbia	5.857	9.006.651	3.340	5.865.472	9.197	14.872.123
<u>1947</u>						
CANADA.....	156.026	276.261.586	67.119	126.045.087	223.145	402.306.673
Maritimes	11.882	20.480.150	7.287	12.795.865	19.169	33.276.015
Quebec	28.185	51.782.730	12.010	24.085.901	40.195	75.868.631
Ontario	72.074	128.207.819	24.468	47.128.852	96.542	175.336.671
Manitoba	8.261	14.274.162	4.296	7.658.497	12.557	21.932.659
Saskatchewan ...	10.268	17.235.437	6.497	10.765.627	16.765	28.002.064
Alberta	11.634	20.080.951	6.999	12.618.707	18.633	32.699.658
British Columbia	13.722	24.199.337	5.562	10.991.638	19.284	35.190.975

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No. 2.	16-3010

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SALES OF NEW MOTOR VEHICLES IN CANADA

FEBRUARY, 1948

Retail sales of new motor vehicles in Canada amounted to 13,238 units in February, 1948, and their value was \$25,518,198. The decrease from February, 1947, when 15,806 vehicles sold for \$27,259,532, was 16% in number and 6% in retail value. This reduction, the first over a considerable period, was partly the result of import restrictions which became effective in the latter part of 1947.

Commercial vehicle sales, which had fallen below the corresponding 1947 volume in January, recorded a slight increase in February. The totals were 4,933 for February, 1947 and 5,134 for February, 1948. Sales of new passenger cars, on the other hand, dropped sharply to 8,104 in the month under review from 10,883 units in February, 1947.

New Motor Vehicle Sales by Provinces

February, 1948

Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
CANADA	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
Maritime Provinces .	704	1,294,367	543	1,005,989	1,247	2,300,356
Quebec	1,259	2,372,197	1,169	2,440,178	2,428	4,812,375
Ontario	3,810	7,255,814	1,705	3,551,267	5,608	10,786,581
Manitoba	434	811,135	275	501,738	707	1,312,863
Saskatchewan	545	1,015,702	441	788,890	986	1,804,592
Alberta	523	991,795	513	1,055,485	1,036	2,047,280
British Columbia ...	826	1,534,439	400	919,712	1,226	2,454,151

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SALES OF NEW MOTOR VEHICLES IN CANADA
MARCH, 1948

Sales of new motor vehicles in March totalled 20,887 units with a retail value of \$39,667,506. Volume was well in excess of sales in the first two months of this year. The total of 18,237 new vehicles sold for \$31,792,728 in March, 1947 was also exceeded in the month under review.

Passenger car sales numbered 13,492 in March this year compared with 12,329 in the same month of 1947. The margin over last year was even greater for trucks and buses, with sales numbering 7,395 in March, 1948, and 5,908 in March, 1947.

The cumulative total of new vehicle sales in the first three months of this year fell slightly short of that for the same period of 1947 (See Table 2). A greater volume was reported this year for commercial units, but passenger car sales were a little lower than in the same period a year ago.

Table 1.- New Motor Vehicle Sales by Months and by Provinces
March, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
<u>1948</u>		\$		\$		\$
January.....	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February.....	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,521,165	7,395	14,086,341	20,887	39,667,506
Jan.-March	30,920	58,063,967	16,873	32,855,809	47,793	90,919,776
<u>MARCH SALES</u> <u>BY PROVINCES</u>						
Maritime Provinces	966	1,811,594	804	1,428,084	1,770	3,239,678
Quebec	2,247	4,287,842	1,514	2,977,320	3,761	7,265,162
Ontario	6,478	12,252,166	2,673	5,042,194	9,151	17,294,360
Manitoba	803	1,518,873	448	814,639	1,251	2,333,512
Saskatchewan	892	1,687,270	595	1,043,985	1,487	2,731,255
Alberta	1,023	1,927,055	660	1,306,047	1,683	3,233,102
British Columbia .	1,083	2,096,365	701	1,474,072	1,784	3,570,437

Table 2 - New Motor Vehicle Sales by Provinces, Jan., -March, 1947 and 1948

Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
<u>1947</u>		\$		\$		\$
CANADA.....	32,387	55,290,494	15,633	27,922,123	48,020	83,212,617
Maritimes	2,342	3,926,529	1,471	2,422,968	3,813	6,349,497
Quebec	5,948	10,507,074	2,910	5,514,992	8,858	16,022,066
Ontario	15,219	26,068,448	5,762	10,522,714	20,981	36,591,162
Manitoba	1,628	2,711,679	1,044	1,807,558	2,672	4,519,237
Saskatchewan ...	2,099	3,391,263	1,434	2,299,305	3,533	5,690,568
Alberta	2,284	3,906,975	1,634	2,805,380	3,918	6,712,355
British Columbia	2,867	4,778,526	1,378	2,549,206	4,245	7,327,732
<u>1948</u>						
CANADA.....	30,920	58,063,967	16,873	32,855,809	47,793	90,919,776
Maritimes	2,496	4,620,837	2,015	3,643,108	4,511	8,264,005
Quebec	5,174	9,752,932	3,795	7,574,090	8,969	17,327,022
Ontario	14,139	26,599,237	5,756	11,188,199	19,895	37,787,436
Manitoba	1,734	3,255,469	912	1,699,184	2,646	4,954,653
Saskatchewan ...	2,161	4,028,925	1,367	2,435,011	3,528	6,463,936
Alberta	2,287	4,274,326	1,525	3,099,879	3,812	7,374,205
British Columbia	2,929	5,532,181	1,503	3,216,338	4,432	8,748,519

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DEPT. OF
POLITICAL ECONOMY

SALES OF NEW MOTOR VEHICLES IN CANADA
APRIL, 1948

There were 19,007 new motor vehicles sold in April for \$36,164,998. This was slightly lower than the sales made in March and there was also a reduction below April, 1947, when 19,776 vehicles sold for \$33,467,922.

Passenger car sales totalled 11,603 in April this year, while 12,299 were sold in the same month last year. The number of commercial units, 7,404 exceeded the 6,877 vehicles sold in the corresponding month a year ago.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
April, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1948		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
Jan.-April	42,523	80,233,907	24,277	46,850,867	66,800	127,084,774
<u>APRIL SALES BY PROVINCES</u>						
Maritime Provinces	877	1,651,575	803	1,453,477	1,680	3,105,052
Quebec	2,143	4,068,324	1,441	2,910,809	3,584	6,979,133
Ontario	5,039	9,711,020	2,626	4,875,146	7,665	14,586,166
Manitoba	700	1,327,187	466	834,501	1,166	2,161,688
Saskatchewan	777	1,478,723	696	1,242,592	1,473	2,721,315
Alberta	964	1,821,998	680	1,272,849	1,644	3,094,847
British Columbia .	1,103	2,111,113	692	1,405,684	1,795	3,516,797

Price 10 cents

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Director, Division of Census of Industry and Merchandising: W. H. Losee
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No. 5. 16-3010
24

SALES OF NEW MOTOR VEHICLES IN CANADA
MAY, 1948

Sales of new motor vehicles declined for the second consecutive month in May. Volume was slightly lower when compared with the preceding month and with the same month of 1947. New vehicle sales totalled 18,408 units for a retail value of \$35,998,962 in May this year and 19,105 units valued at \$33,467,905 in May, 1947.

Passenger car sales totalled 10,688 in May this year, while 12,678 were sold in the same month last year. The number of commercial units, 7,720 exceeded the 6,427 vehicles sold in the corresponding month a year ago.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
May, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
<u>1948</u>		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,935,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
Jan.-May	53,211	101,251,435	31,997	61,832,301	85,208	163,083,736
<u>MAY SALES</u> <u>BY PROVINCES</u>						
Maritime Provinces.	657	1,272,432	626	1,203,846	1,283	2,476,278
Quebec	1,850	3,774,672	1,538	3,213,258	3,388	6,987,930
Ontario	5,069	10,030,688	2,947	5,595,891	8,016	15,626,579
Manitoba	626	1,227,131	478	868,507	1,104	2,095,638
Saskatchewan	658	1,245,264	639	1,141,258	1,297	2,386,522
Alberta	747	1,433,464	855	1,623,845	1,602	3,057,309
British Columbia ..	1,081	2,033,877	637	1,334,829	1,718	3,368,706

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SALES OF NEW MOTOR VEHICLES IN CANADA

JUNE, 1948

Sales of new motor vehicles in June, 1948 totalled 21,201 units with a retail value of \$41,646,360. This volume establishes a new peak for 1948 and reverses a declining trend which had been in evidence during the two preceding months.

June, 1948 sales showed a slight increase over sales for the same month in 1947 when 20,688 units retailed for \$36,069,507.

- (a) Passenger cars declined in physical volume sales, numbering 12,463 units in June this year contrasted with 14,992 units for the same month last year. However, consumers displayed, roughly, the same propensity to spend money on passenger cars, since this year's value of retail sales for June was \$25,207,534 compared with \$25,634,051 for June, 1947.
- (b) Trucks and buses showed an increase in June, 1948 over June, 1947 both in physical volume and retail value. In June, 1947, 5,696 trucks and buses sold for \$10,435,456 while for the same month this year 8,738 trucks and buses were sold for \$16,438,826.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
June, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1948		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
Jan.-June	65,674	126,458,969	40,735	78,271,127	106,409	204,730,096
JUNE SALES BY PROVINCES						
Maritime Provinces	828	1,629,254	793	1,465,515	1,621	3,094,769
Quebec	2,352	4,763,719	1,663	3,484,235	4,015	8,247,954
Ontario	5,807	11,990,613	3,509	6,354,234	9,316	18,344,847
Manitoba	596	1,176,346	464	836,749	1,060	2,013,095
Saskatchewan	955	1,853,501	951	1,657,634	1,906	3,511,135
Alberta	848	1,671,592	690	1,306,927	1,538	2,978,519
British Columbia .	1,077	2,122,509	668	1,333,532	1,745	3,456,041

The cumulative total of new vehicle unit sales for the first half of 1948 (106,409) was somewhat lower than the total for the same period of last year (106,989); yet the retail value of \$204,730,096 in 1948 is substantially greater than the \$186,217,951 retail value in 1947.

Table 2.--New Motor Vehicle Sales by Provinces, January-June, 1947 and 1948

Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
1947						
CANADA	72,356	123,417,773	34,633	62,800,178	106,989	186,217,951
Maritimes	5,580	9,302,398	3,378	5,640,456	8,958	14,942,854
Quebec	13,113	23,208,693	6,422	12,475,799	19,535	35,684,492
Ontario	33,217	56,857,027	12,936	24,044,010	46,153	80,901,037
Manitoba	3,776	6,343,089	2,159	3,726,738	5,935	10,069,827
Saskatchewan	4,987	8,062,764	3,338	5,337,655	8,325	13,400,419
Alberta	5,462	9,160,412	3,454	5,905,389	8,916	15,065,801
British Columbia ..	6,221	10,483,390	2,946	5,670,131	9,167	16,153,521
1948						
CANADA	65,674	126,458,969	40,735	78,271,127	106,409	204,730,096
Maritimes	4,858	9,174,158	4,237	7,765,946	9,095	16,940,104
Quebec	11,519	22,359,647	8,437	17,182,392	19,956	39,542,039
Ontario	30,054	58,331,558	14,838	28,013,470	44,892	86,345,028
Manitoba	3,656	6,986,133	2,320	4,238,941	5,976	11,225,074
Saskatchewan	4,551	8,606,413	3,653	6,476,495	8,204	15,082,908
Alberta	4,846	9,201,380	3,750	7,303,500	8,596	16,504,880
British Columbia ..	6,190	11,799,680	3,500	7,290,383	9,690	19,090,063

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No. 7. 16-3010
30

SALES OF NEW MOTOR VEHICLES IN CANADA
JULY, 1948

After having established a new peak for June, sales of new motor vehicles for July, 1948 declined considerably in physical volume. Volume was also considerably lower when compared with the same month of 1947. New vehicles totalled 15,523 units for a retail value of \$31,007,126 in July this year and 20,696 units valued at \$36,340,691 in July, 1947.

Passenger car sales totalled 9,683 in July this year while 14,763 units were sold in the same month last year. The number of commercial units, 5,840, was exceeded by the 5,933 vehicles sold in the corresponding month a year ago.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
July, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1948		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
Jan.-July	75,357	146,565,660	46,575	89,171,562	121,932	235,737,222
JULY SALES BY PROVINCES						
Maritime Provinces.	577	1,173,053	462	873,592	1,039	2,046,645
Quebec	1,713	3,735,644	956	1,859,643	2,669	5,595,287
Ontario	5,350	10,989,324	2,634	4,773,762	7,984	15,763,086
Manitoba	423	880,813	344	614,338	767	1,495,151
Saskatchewan	433	870,564	338	592,905	771	1,463,469
Alberta	517	1,073,130	510	973,676	1,027	2,046,806
British Columbia ..	670	1,384,163	596	1,212,519	1,266	2,596,682

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C. H. McDonald

No. 8.

16-3010

DEPT. OF
POLITICAL ECONOMY

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SALES OF NEW MOTOR VEHICLES IN CANADA
AUGUST, 1948

August, 1948 sales of new motor vehicles remained well below the peak volume reached in June and also showed a decline from August, 1947. New vehicle sales totalled 13,187 units valued at \$26,216,248 in August, 1948, down 23% in number and 16% in value from the 17,094 units sold for \$31,305,819 in the same month last year.

Passenger car sales numbered 9,213 in August this year as compared to 12,038 units sold in the same month a year ago. The 3,974 commercial units were also exceeded by the 5,056 vehicles sold in the corresponding month of 1947.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
August, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1948		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
August	9,213	18,354,411	3,974	7,861,837	13,187	26,216,248
Jan.-Aug.	84,570	164,920,071	50,549	97,033,399	135,119	261,953,470
AUGUST SALES BY PROVINCES						
Maritime Provinces.	704	1,379,706	341	674,653	1,045	2,054,359
Quebec	2,149	4,242,789	629	1,216,965	2,778	5,459,754
Ontario	3,521	7,102,703	1,287	2,221,840	4,808	9,324,543
Manitoba	598	1,176,051	353	679,852	951	1,855,903
Saskatchewan	675	1,304,434	482	1,027,795	1,157	2,332,229
Alberta	772	1,545,477	553	1,207,688	1,325	2,753,165
British Columbia ..	794	1,603,251	329	833,044	1,123	2,436,295

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No. 9	16-3010 1

SALES OF NEW MOTOR VEHICLES IN CANADA

SEPTEMBER, 1948

Sales of new motor vehicles in September, 1948 totalled 18,654 units with a retail value of \$36,223,309. The downward trend of the two preceding months was sharply reversed in September, although sales showed considerable reduction in comparison with volume in the same month of last year when 23,491 vehicles were sold for \$43,739,986.

Passenger car sales numbered 12,988 in September this year compared with 16,336 in the same month of 1947. A similar decrease took place in the commercial vehicle field where sales of 5,666 trucks and buses in September, 1948 compared with the 7,155 units sold last year.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
September, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
<u>1948</u>		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
August	9,213	18,354,411	3,974	7,861,837	13,187	26,216,248
September	12,988	25,483,940	5,666	10,739,369	18,654	36,223,309
Jan.-Sept.	97,558	190,404,011	56,215	107,772,768	153,773	298,176,779
<u>SEPT. SALES</u> <u>BY PROVINCES</u>						
Maritime Provinces	677	1,329,718	337	627,650	1,014	1,957,368
Quebec	2,693	5,395,658	929	1,792,304	3,622	7,187,962
Ontario	6,275	12,197,845	1,800	3,355,907	8,075	15,553,752
Manitoba	755	1,480,983	554	986,040	1,309	2,467,023
Saskatchewan	689	1,320,328	708	1,258,433	1,397	2,578,761
Alberta	933	1,842,494	791	1,526,424	1,724	3,368,918
British Columbia .	966	1,916,914	547	1,192,611	1,513	3,109,525

Price 10 cents

In the first nine months of 1948, new vehicle sales totalled 153,773, 9% more than the 168,270 units sold in the same period of 1947. However the cumulative retail value (298,176,779) was about on a par with the \$297,604,447 reported for the January-September period a year ago. All of the decline from 1947 has been absorbed by passenger car sales which fell from 115,493 in the first nine months of last year to 97,558 this year. Commercial vehicle sales were actually higher this year, 56,215 units having been distributed up to the end of September whereas the corresponding figure for 1947 was 52,777.

Table 2.-- New Motor Vehicle Sales by Provinces, January-September, 1947 and 1948

Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
		\$		\$		\$
<u>1947</u>						
CANADA	115,493	200,591,643	52,777	97,012,804	168,270	297,604,447
Maritimes	8,838	15,036,605	5,348	9,111,343	14,186	24,147,948
Quebec	21,323	38,565,672	9,641	18,843,855	30,964	57,409,527
Ontario	52,803	91,935,755	19,098	36,092,963	71,901	128,028,718
Manitoba	6,164	10,458,389	3,352	5,854,691	9,516	16,313,080
Saskatchewan	7,739	12,730,679	5,203	8,439,332	12,942	21,170,011
Alberta	8,625	14,650,329	5,655	9,824,065	14,280	24,474,394
British Columbia ..	10,001	17,214,214	4,480	8,846,555	14,481	26,060,769
<u>1948</u>						
CANADA	97,558	190,404,011	56,215	107,772,768	153,773	298,176,779
Maritimes	6,816	13,056,635	5,377	9,941,841	12,193	22,998,476
Quebec	18,074	35,733,738	10,951	22,051,304	29,025	57,785,042
Ontario	45,200	88,621,430	20,559	38,364,979	65,759	126,986,409
Manitoba	5,432	10,523,980	3,571	6,519,171	9,003	17,043,151
Saskatchewan	6,348	12,101,739	5,181	9,355,628	11,529	21,457,367
Alberta	7,068	13,662,481	5,604	11,011,288	12,672	24,673,769
British Columbia ..	8,620	16,704,008	4,972	10,528,557	13,592	27,232,565

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No. 10.

16-3010

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SALES OF NEW MOTOR VEHICLES IN CANADA

OCTOBER, 1948

DEPT. OF
POLITICAL ECONOMY

A total of 20,541 new motor vehicles valued at \$39,795,925 were sold in October, 1948, 13% lower than the 23,647 vehicles sold for \$44,867,072 in the same month last year. Although sales continued below the 1947 level, October volume was close to the 1948 peak of 21,201 established in June.

Passenger car sales totalled 14,520 in October, 1948 compared with 15,365 units a year ago. In the commercial vehicle field, 6,021 trucks and buses were sold this year, but the figure was exceeded by the 8,282 units sold in the same month of 1947.

Table 1.--New Motor Vehicle Sales by Months and by Provinces
October, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
<u>1948</u>		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
August	9,213	18,354,411	3,974	7,861,837	13,187	26,216,248
September	12,988	25,483,940	5,666	10,739,369	18,654	36,223,309
October	14,520	28,019,353	6,021	11,776,572	20,541	39,795,925
Jan.-October	112,078	218,423,364	62,236	119,549,340	174,314	337,972,704
<u>OCTOBER SALES BY PROVINCES</u>						
Maritime Provinces..	1,150	2,239,584	352	632,646	1,502	2,872,230
Quebec	2,620	5,104,317	897	1,809,107	3,517	6,913,424
Ontario	6,501	12,533,733	2,322	4,589,714	8,823	17,123,447
Manitoba	798	1,575,184	454	896,742	1,252	2,471,926
Saskatchewan	933	1,769,875	635	1,135,937	1,568	2,905,812
Alberta	1,155	2,233,243	815	1,657,854	1,970	3,891,097
British Columbia ...	1,363	2,563,417	546	1,054,572	1,909	3,617,989

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No. 11. 16-3010
28

SALES OF NEW MOTOR VEHICLES IN CANADA

NOVEMBER, 1948

Sales of new motor vehicles, totalling 21,784 units with a retail value of \$41,986,090 in November, 1948 were 5% higher than 20,690 vehicles sold for \$40,531,118 in November, 1947. November volume established a new 1948 peak.

Passenger car sales declined to 15,102 units in November this year from 15,422 in the same month a year ago. Trucks and buses accounted for the increase shown in the total. There were 6,682 commercial vehicles sold for \$12,738,153 in November this year as compared with 5,268 units retailed for \$10,366,472 last year.

New Motor Vehicle Sales by Months and by Provinces

November, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars, Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1948		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
August	9,213	18,354,411	3,974	7,861,837	13,187	26,216,248
September	12,988	25,483,940	5,666	10,739,369	18,654	36,223,309
October	14,520	28,019,353	6,021	11,776,572	20,541	39,795,925
November	15,102	29,247,937	6,682	12,738,153	21,784	41,986,090
January to November	127,180	247,671,301	68,918	132,287,493	196,098	379,958,794
<u>NOVEMBER SALES</u>						
<u>BY PROVINCES</u>						
Maritime Provinces	1,392	2,712,515	619	1,139,431	2,011	3,851,946
Quebec	2,565	4,834,215	1,012	1,950,790	3,577	6,785,005
Ontario	6,189	11,999,809	2,555	4,850,574	8,744	16,850,383
Manitoba	956	1,894,518	350	667,900	1,306	2,562,418
Saskatchewan	1,455	2,877,983	848	1,562,567	2,303	4,440,550
Alberta	1,179	2,282,126	707	1,428,872	1,886	3,710,998
British Columbia .	1,366	2,646,771	591	1,138,019	1,957	3,784,790

DEPT. OF

POLITICS

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

MERCHANDISING AND SERVICES SECTION

OTTAWA, CANADA

Dominion Statistician:

Herbert Marshall

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C. H. McDonald

No. 12.

16-3010

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SALES OF NEW MOTOR VEHICLES IN CANADA

DECEMBER, 1948

New motor vehicle sales totalled 21,021 units with a retail value of \$41,057,609 in December, 1948, and were 19% higher than the 17,648 vehicles sold for \$33,234,858 in December a year ago. Included in the 1948 amounts were 14,840 passenger cars valued at \$29,027,336.

Preliminary results for the year 1948 indicated that 217,119 vehicles were sold for \$421,016,403. Sales were considerably lower than in 1947 when 230,255 vehicles retailed for \$416,237,495. Increases occurred in several months during the year, but these were not sufficient to overcome sharp declines during the months from July to October. A total 142,020 new passenger cars were sold in 1948 as compared with 159,205 passenger models retailed in 1947.

New Motor Vehicle Sales by Months and by Provinces

December, 1948

Month and Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1948		\$		\$		\$
January	9,324	17,207,853	4,344	8,526,219	13,668	25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
August	9,213	18,354,411	3,974	7,861,837	13,187	26,216,248
September	12,988	25,483,940	5,666	10,739,369	18,654	36,223,309
October	14,520	28,019,353	6,021	11,776,572	20,541	39,795,925
November	15,102	29,247,937	6,682	12,738,153	21,784	41,986,090
December	14,840	29,027,336	6,181	12,030,273	21,021	41,057,609
Jan. - Dec., 1948 ...	142,020	276,698,637	75,099	144,317,766	217,119	421,016,403
DECEMBER SALES						
BY PROVINCES						
Maritime Provinces ..	1,220	2,333,016	651	1,193,198	1,871	3,526,214
Quebec	2,726	5,242,345	1,498	2,920,634	4,224	8,162,979
Ontario	7,256	14,195,509	1,830	3,681,098	9,086	17,876,607
Manitoba	686	1,357,551	359	675,863	1,045	2,033,414
Saskatchewan	720	1,429,346	579	1,056,772	1,299	2,486,118
Alberta	1,015	2,061,330	709	1,432,487	1,724	3,493,817
British Columbia	1,217	2,408,239	555	1,070,221	1,772	3,478,460

New Motor Vehicle Sales, by Provinces, Jan.,-Dec., 1947 and 1948

Province	Passenger Cars		Trucks and Buses		Total, Cars Trucks and Buses	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1947		\$		\$		\$
CANADA	159,205	283,190,390	71,050	133,047,105	230,255	416,237,495
Maritimes	12,232	21,251,554	7,632	13,364,531	19,864	34,616,085
Quebec	28,833	53,197,457	13,133	26,199,592	41,966	79,397,049
Ontario	73,160	130,599,245	25,135	48,415,757	98,295	179,015,002
Manitoba	8,467	14,718,866	4,511	7,963,313	12,978	22,682,179
Saskatchewan ...	10,511	17,774,936	7,032	11,597,625	17,543	29,372,561
Alberta	11,952	20,786,799	7,617	13,548,918	19,569	34,335,717
British Columbia	14,050	24,861,533	5,990	11,957,369	20,040	36,818,902
1948 (x)						
CANADA	142,020	276,698,637	75,099	144,317,766	217,119	421,016,403
Maritimes	10,578	20,341,750	6,999	12,907,116	17,577	33,248,866
Quebec	25,985	50,914,615	14,358	28,731,835	40,343	79,646,450
Ontario	65,146	127,350,481	27,266	51,486,365	92,412	178,836,846
Manitoba	7,872	15,351,233	4,734	8,759,676	12,606	24,110,909
Saskatchewan ...	9,456	18,178,943	7,243	13,110,904	16,699	31,289,847
Alberta	10,417	20,239,180	7,835	15,530,501	18,252	35,769,681
British Columbia	12,566	24,322,435	6,664	13,791,369	19,230	38,113,804

(x) Preliminary

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADA

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DEPT. OF
POLITICAL ECONOMY

SALES OF NEW MOTOR VEHICLES IN CANADA

1 JANUARY, 1949

New motor vehicle sales in Canada were down 16% in number and 9% in dollar value in January, 1949 compared with January, 1948. There were 11,492 vehicles sold for \$24,677,689 in January this year compared with 13,732 units retailed for \$29,963,872 in the same month a year ago.

The number of passenger car sales was one-third lower than in January last year, and sizable reductions occurred in all provinces except Ontario where sales were down only 7%.

Sales of new buses appear separately beginning with the present monthly report. The total reported for January numbered 55 and their value was \$1,000,370.

Truck sales in January numbered 5,221 with a retail value of \$10,518,670. Sales were well above those in January a year ago when 4,336 commercial vehicles sold for \$8,443,192. Reductions in the Maritime Provinces, Quebec and British Columbia contrasted sharply with major gains in all other provinces.

New Motor Vehicle Sales by Provinces - January, 1949

Province	Number			Retail Value		
	1948	1949	% Change 1949/1948	1948	1949	% Change 1949/1948

Total Passenger Cars, Trucks and Buses

CANADA	13,732	11,492	-16.3	26,963,872	24,677,689	-8.5
Maritimes	1,494	882	-41.0	2,723,971	1,750,369	-35.7
Quebec	2,781	1,958	-29.6	5,262,985	4,438,614	-15.7
Ontario	5,156	5,614	+8.9	10,091,859	11,689,779	+15.8
Manitoba	700	652	-6.9	1,552,603	1,318,529	-15.1
Saskatchewan	1,055	734	-30.4	1,928,089	1,700,648	-11.8
Alberta	1,108	922	-16.8	2,399,459	1,903,237	-20.7
British Columbia	1,438	730	-49.2	3,004,906	1,876,513	-37.6

Passenger Cars

CANADA	9,324	6,216	-33.3	17,207,853	13,158,649	-23.5
Maritimes	826	320	-61.3	1,514,936	673,955	-55.5
Quebec	1,668	941	-43.6	3,092,893	2,057,534	-33.5
Ontario	3,848	3,568	-7.3	7,091,757	7,512,486	+5.9
Manitoba	497	320	-35.6	925,461	682,314	-26.3
Saskatchewan	724	260	-64.1	1,325,953	552,793	-58.3
Alberta	741	365	-50.7	1,355,476	775,391	-42.8
British Columbia	1,020	442	-56.7	1,901,377	904,176	-52.4

Trucks

CANADA	4,336	5,221	+20.4	8,443,192	10,518,670	+24.6
Maritimes	668	561	-16.0	1,209,035	1,067,539	-11.7
Quebec	1,109	1,003	-9.6	2,113,550	2,133,671	+1.0
Ontario	1,284	2,037	+58.6	2,582,730	4,057,257	+57.1
Manitoba	191	332	+73.8	382,817	636,215	+66.2
Saskatchewan	331	462	+39.6	602,136	886,447	+47.2
Alberta	351	556	+58.4	730,370	1,120,969	+53.5
British Columbia	402	270	-32.8	822,554	616,572	-25.0

Buses

CANADA	72	55	-23.6	1,312,827	1,000,370	-23.8
Maritimes	-	1	-	-	8,875	-
Quebec	4	14	+250.0	56,542	247,409	+337.6
Ontario	24	9	-62.5	417,372	120,036	-71.2
Manitoba	12	-	-	244,325	-	-
Saskatchewan	-	12	-	-	261,408	-
Alberta	16	1	-93.7	313,613	6,877	-97.8
British Columbia	16	18	+12.5	280,975	355,765	+26.6

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADA

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DEPT. OF
ECONOMY

SALES OF NEW MOTOR VEHICLES IN CANADA

FEBRUARY, 1949

Sales of new motor vehicles in Canada during February, 1949 surpassed February, 1948 figures by 9% in number, and 22% in retail value.

The number of passenger cars sold this year was practically on a par with February, 1948. There were 6,414 trucks sold this February accruing to \$13,117,502 -- higher by 25% in number and 28% in value than the 5,134 commercial units which retailed at \$10,243,249 in the same month last year. Bus sales, now shown separately, totalled 46 vehicles for February, 1949 at a retail value of \$903,866.

January and February figures combined covering all vehicles are 4% lower in number and 7% higher in dollar value than the cumulative totals for the same months a year ago (See Table 1.)

TABLE 1.--NEW MOTOR VEHICLE SALES, BY MONTHS

Month	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
Total, Cars, Trucks and Buses						
January	13,732	11,492	-16.3	26,963,872	24,677,689	- 8.4
February	13,254	14,496	+ 9.4	25,779,584	31,487,883	+22.1
Jan.-Feb.	26,986	25,988	- 3.7	52,743,456	56,165,572	+ 6.5
Passenger Cars						
January	9,324	6,216	-33.3	17,207,853	13,158,649	-23.5
February	8,104	8,036	- 0.8	15,274,949	17,466,515	+14.3
Jan.-Feb.	17,428	14,252	-18.2	32,482,802	30,625,164	- 5.7
Trucks						
January	4,336	5,221	+20.4	8,443,192	10,518,670	+24.6
February	5,134	6,414	+24.9	10,243,249	13,117,502	+28.1
Jan.-Feb.	9,470	11,635	+22.9	18,686,441	23,636,172	+26.5
Buses						
January	72	55	-23.6	1,312,827	1,000,370	-23.8
February	16	46	+187.5	261,386	903,866	+245.8
Jan.-Feb.	88	101	+14.8	1,574,213	1,904,236	+21.0

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

FEBRUARY, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948

Total, Passenger Cars, Trucks and Buses

CANADA	13,254	14,496	+ 9.4	25,779,584	31,487,883	+22.1
Maritimes	1,247	1,139	- 8.7	2,300,356	2,306,597	+ 0.3
Quebec	2,436	2,895	+18.8	4,946,721	6,837,164	+38.2
Ontario	5,613	5,847	+ 4.2	10,856,663	12,447,474	+14.7
Manitoba	707	878	+24.2	1,312,863	1,788,918	+36.3
Saskatchewan	986	1,186	+20.3	1,804,592	2,442,151	+35.3
Alberta	1,039	1,353	+30.2	2,104,238	3,155,708	+50.0
British Columbia	1,226	1,198	- 2.3	2,454,151	2,509,871	+ 2.3

Passenger Cars

CANADA	8,104	8,036	- 0.8	15,274,949	17,466,515	+14.3
Maritimes	704	537	-23.7	1,294,367	1,110,668	-14.2
Quebec	1,259	1,674	+33.0	2,372,197	3,691,096	+55.6
Ontario	3,813	3,601	- 5.6	7,255,314	7,910,896	+ 9.0
Manitoba	434	457	+ 5.3	811,135	981,400	+21.0
Saskatchewan	545	558	+ 2.4	1,015,702	1,209,480	+19.1
Alberta	523	554	+ 5.9	991,795	1,223,934	+23.4
British Columbia	826	655	-20.7	1,534,439	1,339,041	-12.7

Trucks

CANADA	5,134	6,414	+24.9	10,243,249	13,117,502	+28.1
Maritimes	543	601	+10.7	1,005,989	1,187,053	+18.0
Quebec	1,169	1,195	+ 2.2	2,440,178	2,653,278	+ 8.7
Ontario	1,795	2,245	+25.1	3,531,267	4,529,773	+28.3
Manitoba	273	421	+54.2	501,728	807,518	+60.9
Saskatchewan	441	627	+42.2	788,890	1,214,665	+54.0
Alberta	513	785	+53.0	1,055,485	1,613,679	+52.9
British Columbia	400	540	+35.0	919,712	1,111,536	+20.9

Buses

CANADA	16	46	+187.5	261,386	903,866	+245.8
Maritimes	-	1	-	-	8,876	-
Quebec	8	26	+225.0	134,346	492,790	+266.8
Ontario	5	1	-20.0	70,082	6,805	-90.3
Manitoba	-	-	-	-	-	-
Saskatchewan	-	1	-	-	18,006	-
Alberta	3	14	+366.7	56,958	318,095	+458.5
British Columbia	-	3	-	-	59,294	-

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SALES OF NEW MOTOR VEHICLES IN CANADA

MARCH, 1949

March, 1949 sales of new motor vehicles in Canada, totalling 24,637 units retailing for \$52,359,305, were 18% higher in number and 29% greater in value than sales of 20,974 vehicles which sold for \$40,688,378 in March, 1948. Passenger cars constituted the bulk of these sales numbering 16,970 units whose retail value of \$35,791,018 was 39% higher than that of those sold in March last year, while in number this year's figure exceeded last year's by 25%. There were 7,594 trucks valued at \$15,277,448 and 73 buses with a retail value of \$1,290,839 sold in the month under review.

In the first quarter of this year, sales of 50,625 units for \$108,524,877 were 6% larger in number and 17% greater in dollar value than the 47,871 vehicles which retailed for \$93,180,503 in the same period of 1948. Passenger car sales of 31,222 units showed no substantial increase over the 30,959 vehicles reported for the period January-to-March, 1948. In the first three months this year, truck sales were 15% greater in number and 20% higher in retail value than last year. Up to the end of March, 1949, bus sales amounted to 174 in number and \$3,195,075 in value.

TABLE 1.--NEW MOTOR VEHICLE SALES, BY MONTHS

Month	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total, Cars, Trucks and Buses						
January	13,704	11,492	-16.1	26,937,531	24,677,689	- 8.4
February	13,193	14,496	+ 9.9	25,554,594	31,487,883	+23.2
March	20,974	24,637	+17.5	40,688,378	52,359,305	+28.7
Jan.-Mar.	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
Passenger Cars						
January	9,316	6,216	-33.3	17,191,619	13,158,649	-23.5
February	8,103	8,036	- 0.8	15,272,034	17,466,515	+14.4
March	13,540	16,970	+25.3	25,668,823	35,791,018	+39.4
Jan.-Mar.	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
Trucks						
January	4,316	5,221	+21.0	8,433,085	10,518,670	+24.7
February	5,074	6,414	+26.4	10,021,174	13,117,502	+30.9
March	7,375	7,594	+ 3.0	14,002,789	15,277,448	+ 9.1
Jan.-Mar.	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
Buses						
January	72	55	-23.6	1,312,827	1,000,370	-23.8
February	16	46	+187.5	261,386	903,866	+245.8
March	59	73	+23.7	1,016,766	1,290,839	+27.0
Jan.-Mar.	147	174	+18.4	2,590,979	3,195,075	+23.3

TABLE 2.--NEW MOTOR VEHICLE SALES BY PROVINCES, MARCH, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total Cars, Trucks and Buses						
CANADA	20,974	24,637	+17.5	40,688,378	52,359,305	+28.7
Maritimes	1,786	2,219	+24.2	3,287,556	4,479,257	+36.2
Quebec	3,775	5,099	+35.1	7,282,887	10,988,674	+50.9
Ontario	9,229	9,129	- 1.1	17,854,229	19,478,396	+ 9.1
Manitoba	1,268	1,415	+11.6	2,680,779	2,880,291	+ 7.4
Saskatchewan	1,487	2,084	+40.1	2,731,669	4,386,037	+60.6
Alberta	1,660	2,362	+42.3	3,284,933	5,375,416	+63.6
British Columbia	1,769	2,329	+31.7	3,566,325	4,771,234	+33.8
Passenger Cars						
CANADA	13,540	16,970	+25.3	25,668,823	35,791,018	+39.4
Maritimes	976	1,433	+46.8	1,829,094	2,986,271	+63.3
Quebec	2,265	3,568	+57.5	4,319,657	7,658,851	+77.3
Ontario	6,502	6,574	+ 1.1	12,294,166	14,021,712	+14.1
Manitoba	803	948	+18.1	1,518,873	1,958,592	+29.0
Saskatchewan	892	1,299	+45.6	1,687,270	2,730,195	+61.8
Alberta	1,023	1,449	+41.6	1,927,055	3,024,212	+56.9
British Columbia	1,079	1,699	+57.5	2,092,708	3,411,185	+63.0
Trucks						
CANADA	7,375	7,594	+ 3.0	14,002,789	15,277,448	+ 9.1
Maritimes	809	786	- 2.8	1,450,467	1,492,986	+ 2.9
Quebec	1,508	1,519	+ 0.7	2,928,165	3,128,135	+ 6.8
Ontario	2,702	2,530	- 6.4	5,150,747	5,103,204	- 0.9
Manitoba	447	467	+ 4.5	812,253	921,699	+13.5
Saskatchewan	595	776	+30.4	1,044,399	1,493,785	+43.0
Alberta	628	890	+41.7	1,179,394	1,837,435	+55.8
British Columbia	686	626	- 8.7	1,437,364	1,300,204	- 9.5
Buses						
CANADA	59	73	+23.7	1,016,766	1,290,839	+27.0
Maritimes	1	-	-	7,995	-	-
Quebec	2	12	+500.0	35,065	201,688	+475.2
Ontario	25	25	(a)	409,316	353,480	-13.6
Manitoba	18	-	-	349,653	-	-
Saskatchewan	-	9	-	-	162,057	-
Alberta	9	23	+155.6	178,484	513,769	+187.9
British Columbia	4	4	(a)	36,253	59,845	+65.1

(a) Change of less than 0.1%.

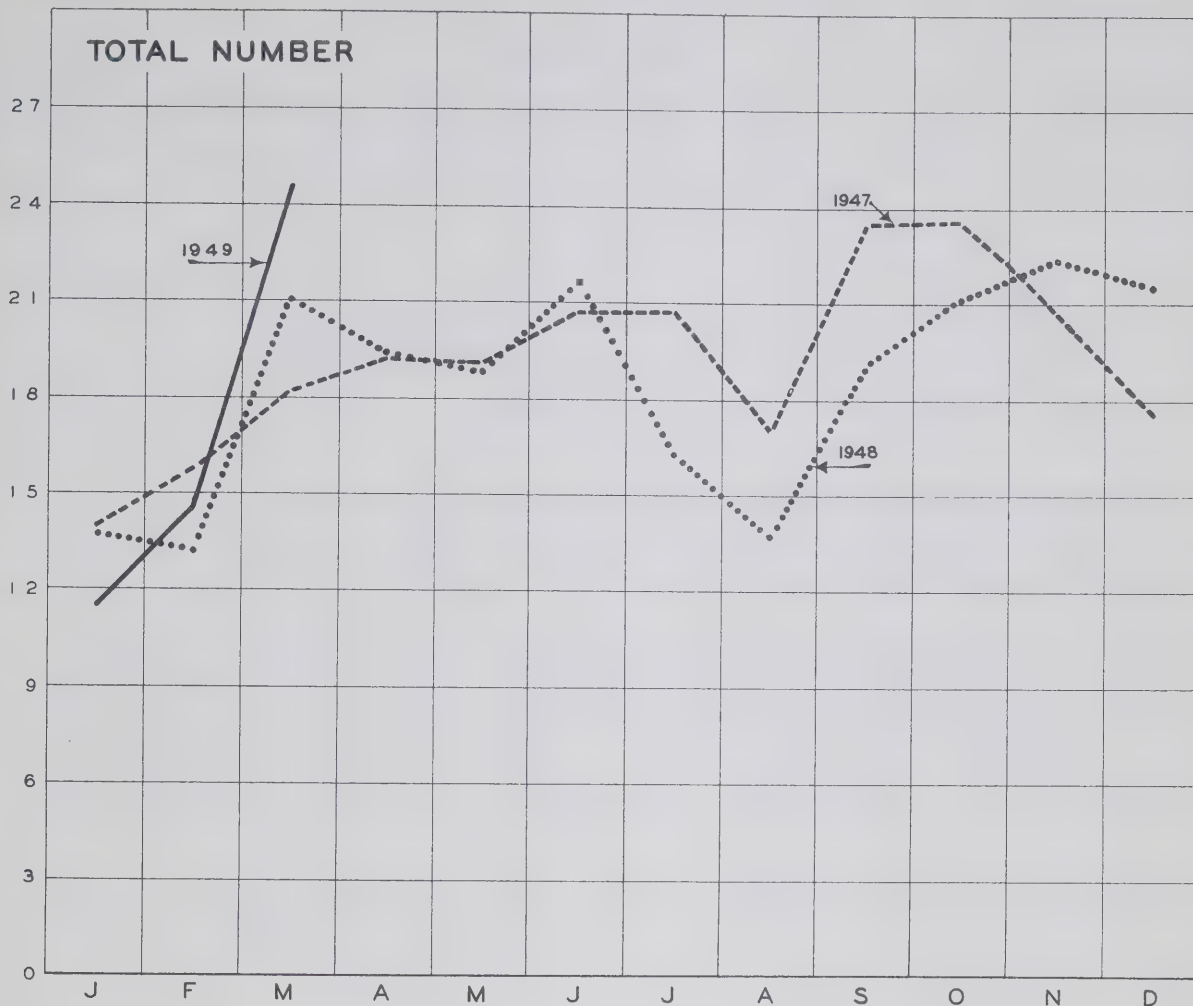
TABLE 3.--NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-MARCH, 1949

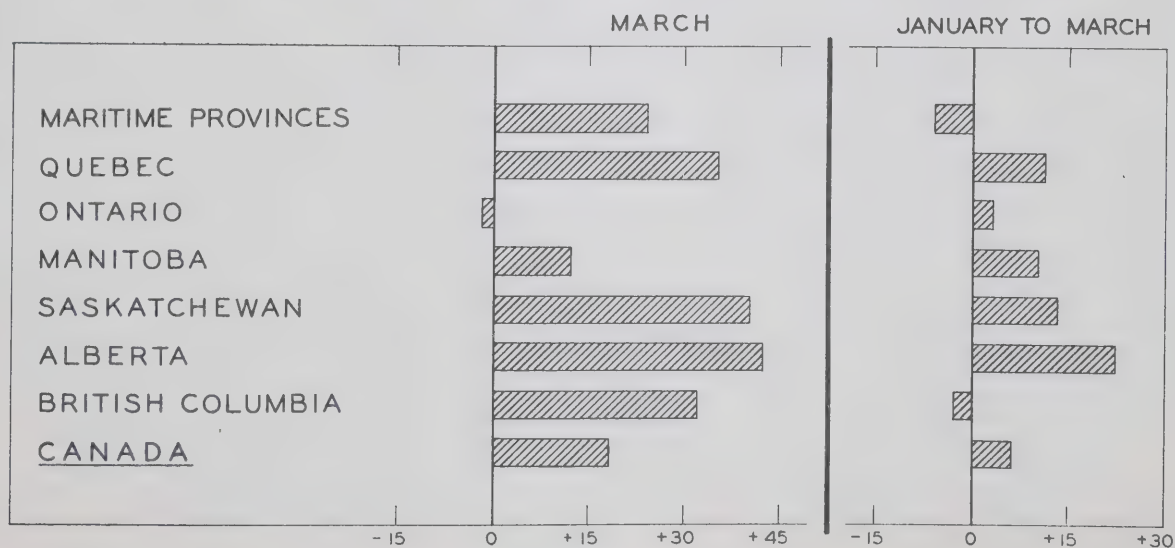
Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total, Cars, Trucks and Buses						
CANADA	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
Maritimes	4,531	4,240	- 6.4	8,302,768	8,536,223	+ 2.8
Quebec	8,958	9,952	+11.1	17,394,116	22,264,452	+28.0
Ontario	19,965	20,590	+ 3.1	38,704,503	43,615,649	+12.7
Manitoba	2,684	2,945	+ 9.7	5,583,184	5,987,738	+ 7.2
Saskatchewan	3,530	4,004	+13.4	6,470,594	8,528,836	+31.8
Alberta	3,796	4,637	+22.2	7,767,619	10,434,361	+34.3
British Columbia.	4,407	4,257	- 3.4	8,957,719	9,157,618	+ 2.2
Passenger Cars						
CANADA	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
Maritimes	2,519	2,290	- 9.1	4,661,147	4,770,894	+ 2.4
Quebec	5,169	6,183	+19.6	9,739,371	13,407,481	+37.7
Ontario	14,149	13,743	- 2.9	26,615,887	29,445,094	+10.6
Manitoba	1,737	1,725	- 0.7	3,261,280	3,622,306	+11.1
Saskatchewan	2,161	2,117	- 2.0	4,028,925	4,492,468	+11.5
Alberta	2,288	2,368	+ 3.5	4,277,746	5,023,537	+17.4
British Columbia.	2,936	2,796	- 4.8	5,548,120	5,654,402	+ 1.9
Trucks						
CANADA	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
Maritimes	2,011	1,948	- 3.1	3,633,626	3,747,578	+ 3.1
Quebec	3,775	3,717	- 1.5	7,428,792	7,915,084	+ 6.5
Ontario	5,762	6,812	+18.2	11,191,846	13,690,234	+22.3
Manitoba	917	1,220	+33.0	1,727,926	2,365,432	+36.9
Saskatchewan	1,369	1,865	+36.2	2,441,669	3,594,897	+47.2
Alberta	1,480	2,231	+50.7	2,940,818	4,572,083	+55.5
British Columbia.	1,451	1,436	- 1.0	3,092,371	3,028,312	- 2.1
Buses						
CANADA	147	174	+18.4	2,590,979	3,195,075	+23.3
Maritimes	1	2	+100.0	7,995	17,751	+122.0
Quebec	14	52	+271.4	225,953	941,887	+316.9
Ontario	54	35	-35.2	896,770	480,321	-46.4
Manitoba	30	-	-	593,978	-	-
Saskatchewan	-	22	-	-	441,471	-
Alberta	28	38	+35.7	549,055	838,741	+52.8
British Columbia.	20	25	+25.0	317,228	474,904	+49.7

NEW MOTOR VEHICLE SALES

THOUSANDS OF VEHICLES



PER CENT CHANGE BY PROVINCES, 1949/1948



Published by Authority of the Rt. Hon. C.D. Howe, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADA

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No. 4.	16-3010 30

SALES OF NEW MOTOR VEHICLES IN CANADA

APRIL, 1949

A total of 28,159 new vehicles were sold in April, 1949 for \$58,687,841, an increase of 46% in number and 56% in dollar value over the 19,286 units which retailed for \$37,689,634 in April, 1948.

The largest increases occurred in the passenger car field. In April, 19,653 passenger vehicles were sold for \$40,388,752, compared with April, 1948 sales of 11,725 units valued at \$22,362,967. The April, 1949 sales constituted an increase of 68% in number and 81% in value. More moderate gains were recorded in the commercial vehicle field. Buses, sold in April this year, totalled 73 valued at \$1,476,041 while 8,433 trucks sold for \$16,823,048.

January-to-April, 1949 figures, combined for passenger cars, trucks and buses registered a gain over the same period of last year of 17% in number and 28% in retail value.

TABLE 1.--NEW MOTOR VEHICLE SALES, BY MONTHS

Month	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
				\$	\$	
	Total, Cars, Trucks and Buses					
January	13,704	11,492	-16.1	26,937,531	24,677,689	- 8.4
February	13,193	14,496	+ 9.9	25,554,594	31,487,883	+23.2
March	20,974	24,637	+17.5	40,688,378	52,359,305	+28.7
April	19,286	28,159	+46.0	37,689,634	58,687,841	+55.7
Jan.-April ...	67,157	78,784	+17.3	130,870,137	167,212,718	+27.8
	Passenger Cars					
January	9,316	6,216	-33.3	17,191,619	13,158,649	-23.5
February	8,103	8,036	- 0.8	15,272,034	17,466,515	+14.4
March	13,540	16,970	+25.3	25,668,823	35,791,018	+39.4
April	11,725	19,653	+67.6	22,362,967	40,388,752	+80.6
Jan.-April ...	42,684	50,875	+19.2	80,495,443	106,804,934	+32.7
	Trucks					
January	4,316	5,221	+21.0	8,433,085	10,518,670	+24.7
February	5,074	6,414	+26.4	10,021,174	13,117,502	+30.9
March	7,375	7,594	+ 3.0	14,002,789	15,277,448	+ 9.1
April	7,484	8,433	+12.7	14,034,474	16,823,048	+19.9
Jan.-April ...	24,249	27,662	+14.1	46,491,522	55,736,668	+19.9
	Buses					
January	72	55	-23.6	1,312,827	1,000,370	-23.8
February	16	46	+187.5	261,386	903,866	+245.8
March	59	73	+23.7	1,016,766	1,290,839	+27.0
April	77	73	- 5.2	1,292,193	1,476,041	+14.2
Jan.-April ...	224	247	+10.3	3,883,172	4,671,116	+20.3

Canada totals do not include Newfoundland figures.

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

APRIL, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total, Passenger Cars, Trucks and Buses						
CANADA	19,286	28,159	+ 46.0	37,689,634	58,687,841	+ 55.7
Maritimes	1,737	2,136	+ 23.0	3,212,801	4,279,821	+ 33.2
Quebec	3,723	5,349	+ 43.7	8,059,268	11,435,636	+ 41.9
Ontario	7,743	11,163	+ 44.2	14,723,627	23,053,877	+ 56.6
Manitoba	1,220	1,855	+ 52.0	2,282,687	3,751,563	+ 64.3
Saskatchewan	1,481	2,266	+ 53.0	2,733,720	4,554,744	+ 66.6
Alberta	1,667	2,626	+ 57.5	3,227,769	5,318,515	+ 64.8
British Columbia	1,715	2,764	+ 61.2	3,449,762	6,293,685	+ 82.4
Passenger Cars						
CANADA	11,725	19,653	+ 67.6	22,362,967	40,388,752	+ 80.6
Maritimes	918	1,456	+ 58.6	1,723,325	2,952,001	+ 71.3
Quebec	2,163	3,736	+ 72.7	4,094,453	7,790,558	+ 90.3
Ontario	5,127	8,080	+ 57.6	9,859,515	16,619,318	+ 68.6
Manitoba	756	1,255	+ 66.0	1,425,187	2,614,102	+ 83.4
Saskatchewan	787	1,462	+ 85.8	1,496,223	2,992,917	+100.0
Alberta	964	1,686	+ 74.9	1,821,997	3,419,272	+ 87.7
British Columbia	1,010	1,978	+ 95.8	1,942,267	4,000,584	+106.0
Trucks						
CANADA	7,484	8,433	+ 12.7	14,034,474	16,823,048	+ 19.9
Maritimes	818	680	- 16.9	1,481,483	1,327,820	- 10.4
Quebec	1,507	1,597	+ 6.0	3,016,812	3,350,767	+ 11.1
Ontario	2,608	3,060	+ 17.3	4,765,820	6,041,823	+ 26.8
Manitoba	462	600	+ 29.9	822,416	1,137,461	+ 38.3
Saskatchewan	694	804	+ 15.9	1,237,497	1,561,827	+ 26.2
Alberta	698	939	+ 34.5	1,322,070	1,885,743	+ 42.6
British Columbia	697	753	+ 8.0	1,388,376	1,517,607	+ 9.3
Buses						
CANADA	77	73	- 5.2	1,292,193	1,476,041	+ 14.2
Maritimes	1	-	-	7,993	-	-
Quebec	53	16	- 69.8	948,003	294,311	- 69.0
Ontario	8	23	+187.5	98,292	392,736	+299.6
Manitoba	2	-	-	35,084	-	-
Saskatchewan	-	-	-	-	-	-
Alberta	5	1	- 80.0	83,702	13,500	- 83.9
British Columbia	8	33	+312.5	119,119	775,494	+551.0

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Minister of Trade and Commerce

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DEPT. OF POLITICAL ECONOMY

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section
Ottawa, Canada

No. 6

16-3010

4

SALES OF NEW MOTOR VEHICLES IN CANADA

JUNE, 1949

A total of 26,738 vehicles were sold at retail for \$55,539,165 during June, 1949. Sales were higher by 24% in number and 28% in value compared with the 21,626 vehicles sold during the same month last year for \$43,430,979. Passenger car sales were particularly active, and the 18,968 units sold in June, 1949 exceeded the June, 1948 total (12,855) by 48%. Trucks and buses failed to surpass the figures reported for the corresponding month a year ago. There were 7,719 trucks valued at \$15,219,193 and 51 buses at \$976,884 sold during the month under review, compared with a total of 8,771 commercial units sold for \$17,577,668 in June, 1948.

Cumulative results for the first half of this year showed 132,780 vehicles sold for \$280,133,731, an increase of 24% in number and 32% in dollar volume when compared with the 107,534 units retailed for \$212,011,081 in the same period last year. Passenger car sales recorded a gain of 33% in number and 44% in volume over the January-to-June period of 1948. More moderate increases (8% in number and 14% in value) are shown in the truck field. Up to the end of June, 1949 there were 389 buses sold for an amount of \$7,483,969.

TABLE 1.-- NEW MOTOR VEHICLE SALES, BY MONTHS

Month	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Cars, Trucks and Buses						
January.....	13,704	11,492	-16.1	26,937,531	24,677,689	- 8.4
February....	13,193	14,496	+ 9.9	25,554,594	31,487,883	+23.2
March.....	20,974	24,637	+17.5	40,688,378	52,359,305	+28.7
April.....	19,286	28,159	+46.0	37,689,634	58,687,841	+55.7
May.....	18,751	27,258	+45.4	37,709,965	57,381,848	+52.2
June.....	21,626	26,738	+23.6	43,430,979	55,539,165	+27.9
Jan.-to-June	107,534	132,780	+23.5	212,011,081	280,133,731	+32.1
Passenger Cars						
January.....	9,316	6,216	-33.3	17,191,619	13,158,649	-23.5
February....	8,103	8,036	- 0.8	15,272,034	17,466,515	+14.4
March.....	13,540	16,970	+25.3	25,668,823	35,791,018	+39.4
April.....	11,725	19,653	+67.6	22,362,967	40,388,752	+80.6
May.....	10,963	18,626	+69.9	21,486,105	38,314,929	+78.3
June.....	12,855	18,968	+47.6	25,853,311	39,343,088	+52.2
Jan.-to-June	66,502	88,469	+33.0	127,834,859	184,462,951	+44.3
Trucks						
January.....	4,316	5,221	+21.0	8,433,085	10,518,670	+24.7
February....	5,074	6,414	+26.4	10,021,174	13,117,502	+30.9
March.....	7,375	7,594	+ 3.0	14,002,789	15,277,448	+ 9.1
April.....	7,484	8,433	+12.7	14,034,474	16,823,048	+19.9
May.....	7,711	8,541	+10.8	14,890,415	17,230,950	+15.7
June.....	8,691	7,719	-11.2	16,208,589	15,219,193	- 6.1
Jan.-to-June	40,651	43,922	+ 8.0	77,590,526	88,186,811	+13.7
Buses						
January.....	72	55	-23.6	1,312,827	1,000,370	-23.8
February....	16	46	+187.5	261,386	903,866	+245.8
March.....	59	73	+ 23.7	1,016,766	1,290,839	+27.0
April.....	77	73	- 5.2	1,292,193	1,476,041	+14.2
May.....	77	91	+ 18.2	1,333,445	1,835,969	+37.7
June.....	80	51	- 36.2	1,369,079	976,884	-28.6
Jan.-to-June	381	389	+ 2.1	6,585,696	7,483,969	+13.6

TABLE 2.--NEW MOTOR VEHICLE SALES BY PROVINCES, JUNE, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Cars, Trucks, and Buses						
CANADA	21,626	26,738	+23.6	43,430,979	55,539,165	+27.9
Maritimes.....	1,691	2,041	+20.7	3,317,269	4,013,920	+24.8
Quebec.....	4,035	5,463	+35.4	8,689,937	11,643,263	+34.0
Ontario.....	9,496	10,790	+13.6	18,902,521	22,656,776	+19.9
Manitoba.....	1,099	1,555	+41.5	2,081,168	3,082,453	+48.1
Saskatchewan...	1,918	1,908	- 0.5	3,532,135	3,870,135	+ 9.6
Alberta.....	1,630	2,432	+49.2	3,461,028	4,993,891	+44.3
British Columbia	1,757	2,549	+45.1	3,546,921	5,278,727	+48.8
Passenger Cars						
CANADA	12,855	18,968	+47.6	25,853,311	39,343,088	+52.2
Maritimes.....	898	1,358	+51.2	1,751,754	2,719,214	+55.2
Quebec.....	2,364	3,999	+69.2	4,768,058	8,315,284	+74.4
Ontario.....	5,974	7,973	+33.5	12,279,303	16,775,686	+36.6
Manitoba.....	635	1,118	+76.1	1,244,419	2,245,595	+80.5
Saskatchewan...	967	1,192	+23.3	1,874,501	2,478,415	+32.2
Alberta.....	926	1,441	+55.6	1,808,092	3,042,795	+68.3
British Columbia	1,091	1,887	+73.0	2,127,184	3,766,099	+77.0
Trucks						
CANADA	8,691	7,719	-11.2	16,208,589	15,219,193	-6.1
Maritimes.....	793	683	-13.9	1,465,515	1,294,706	-11.7
Quebec.....	1,636	1,449	-11.4	3,355,444	3,005,363	-10.4
Ontario.....	3,503	2,796	-20.2	6,313,765	5,510,943	-12.7
Manitoba.....	464	436	- 6.0	836,749	824,558	- 1.5
Saskatchewan...	951	714	-24.9	1,657,634	1,358,604	-18.0
Alberta.....	687	989	+44.0	1,302,937	1,916,727	+47.1
British Columbia	657	652	- 0.8	1,276,545	1,308,292	+ 2.5
Buses						
CANADA	80	51	-36.2	1,369,079	976,884	-28.6
Maritimes.....	-	-	-	-	-	-
Quebec.....	35	15	-57.1	566,435	322,616	-43.0
Ontario.....	19	21	+10.5	309,453	370,147	+19.6
Manitoba.....	-	1	-	-	12,300	-
Saskatchewan...	-	2	-	-	33,116	-
Alberta.....	17	2	-88.2	349,999	34,369	-90.2
British Columbia	9	10	+11.1	143,192	204,336	+42.7

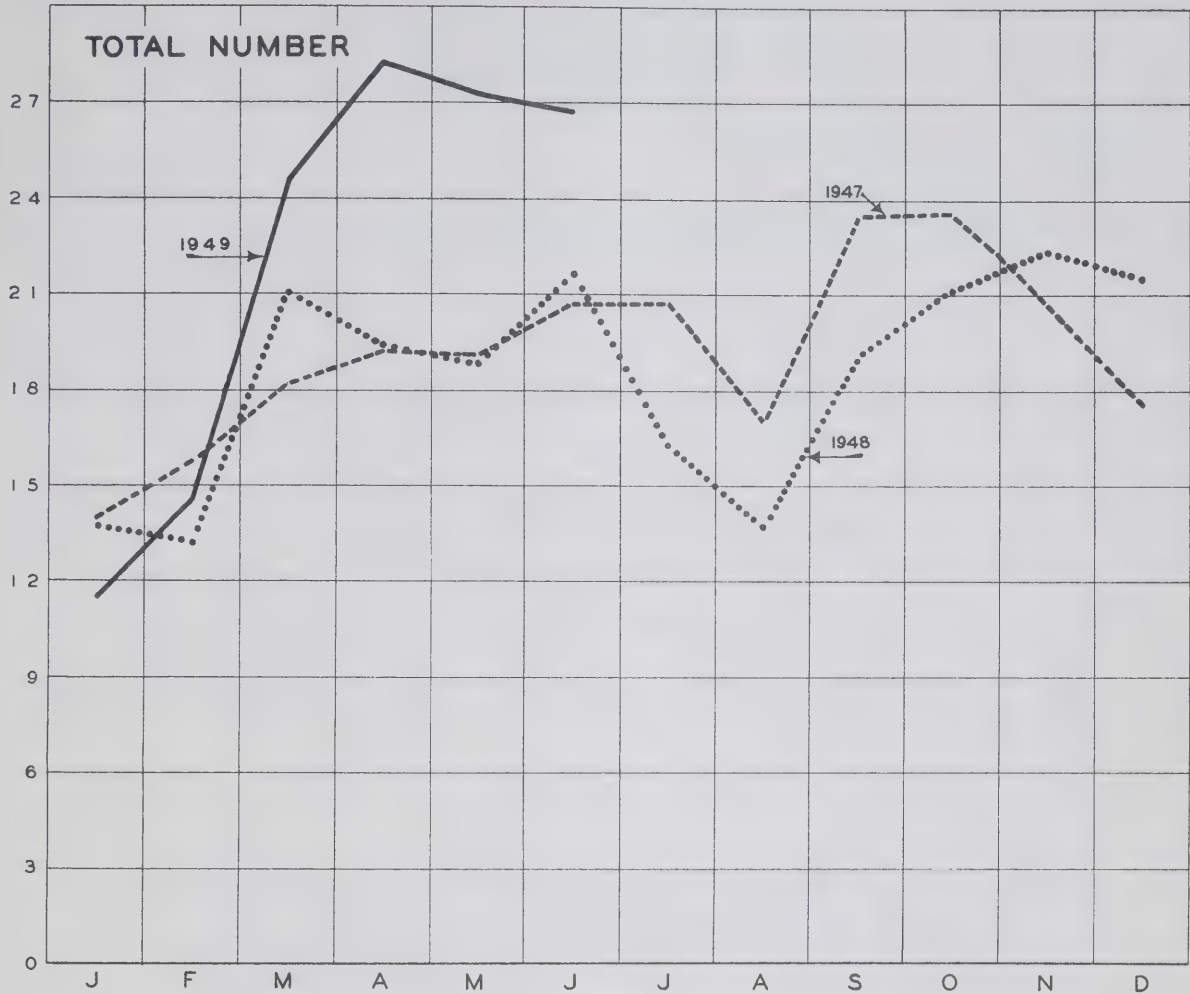
TABLE 3.--NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-JUNE, 1949

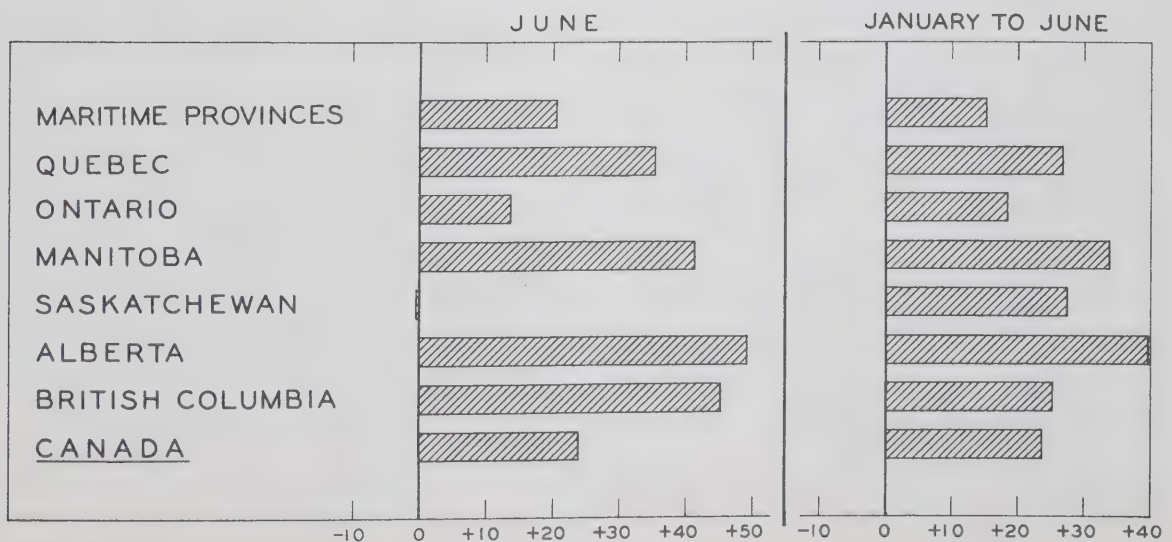
Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Cars, Trucks, and Buses						
CANADA	107,534	132,780	+23.5	212,011,081	280,133,731	+32.1
Maritimes.....	9,313	10,725	+15.2	17,333,366	21,471,588	+23.9
Quebec.....	20,166	25,561	+26.8	41,699,170	55,700,484	+33.6
Ontario.....	45,327	53,575	+18.2	88,417,167	112,199,266	+26.9
Manitoba.....	6,137	8,216	+33.9	12,095,177	16,555,956	+36.9
Saskatchewan....	8,235	10,482	+27.3	15,138,721	21,502,336	+42.0
Alberta.....	8,722	12,181	+39.7	17,602,618	25,887,169	+47.1
British Columbia	9,634	12,040	+25.0	19,724,862	26,816,932	+36.0
Passenger Cars						
CANADA	66,502	88,469	+33.0	127,834,859	184,462,951	+44.3
Maritimes.....	5,063	6,548	+29.3	9,532,908	13,354,412	+40.1
Quebec.....	11,575	17,084	+47.6	22,423,251	36,091,156	+61.0
Ontario.....	30,412	37,968	+24.8	58,947,572	79,787,046	+35.4
Manitoba.....	3,784	5,303	+40.1	7,210,517	10,932,953	+51.6
Saskatchewan....	4,582	6,211	+35.6	8,660,663	12,750,526	+47.2
Alberta.....	4,950	6,999	+41.4	9,385,049	14,625,880	+55.8
British Columbia	6,136	8,356	+36.2	11,674,899	16,920,978	+44.9
Trucks						
CANADA	40,651	43,922	+ 8.0	77,590,526	88,132,811	+13.7
Maritimes.....	4,247	4,175	- 1.7	7,776,477	8,099,425	+ 4.2
Quebec.....	8,454	8,374	- 0.9	16,998,319	17,673,185	+ 4.0
Ontario.....	14,814	15,509	+ 4.7	27,800,283	30,863,548	+11.0
Manitoba.....	2,321	2,912	+25.5	4,255,598	5,610,703	+31.8
Saskatchewan....	3,653	4,240	+16.1	6,478,058	8,173,709	+26.2
Alberta.....	3,720	5,140	+38.2	7,189,670	10,368,134	+44.2
British Columbia	3,442	3,572	+ 3.8	7,092,121	7,398,107	+ 4.3
Buses						
CANADA	381	389	+ 2.1	6,585,696	7,483,969	+13.6
Maritimes.....	3	2	-33.3	23,981	17,751	-26.0
Quebec.....	137	103	-24.8	2,277,600	1,936,143	-15.0
Ontario.....	101	98	- 3.0	1,669,312	1,548,672	- 7.2
Manitoba.....	32	1	-68.7	629,062	12,300	-80.4
Saskatchewan....	-	31	-	-	578,101	-
Alberta.....	52	42	-19.2	1,027,899	893,155	-13.1
British Columbia	56	112	+100.0	957,842	2,497,847	+160.8

NEW MOTOR VEHICLE SALES

THOUSANDS
OF VEHICLES



PER CENT CHANGE BY PROVINCES, 1949/1948



Published by Authority of the Rt. Hon. C. D. Howe
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section
Ottawa, Canada

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

No. 7

16-3010

16-4070

7

SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

JULY, 1949

• • • • •

In the past, two separate monthly reports have been issued, one reviewing Sales of New Motor Vehicles, the other Financing of Motor Vehicle Sales. It has been decided to combine these two in one consolidated report beginning with the present month.

Year's Subscription, \$2.00
Single Copies .25

Sales of New Motor Vehicles

The high rate at which new vehicles were sold throughout the spring and early summer months was sustained in July when 27,729 units retailed for \$56,572,753. The July increase of 71.5% was the highest for any month this year and brought the seven-month gain to 30% over last year. Totals for the first seven months of 1949 stood at 160,509 vehicles with a retail value of \$336,706,484 compared with sales of 123,698 vehicles sold for \$245,012,004 in the same period of 1948.

Canadians have been buying passenger cars in recent months at an increasingly higher rate. In July, 20,775 were sold for \$42,581,776, more than twice the 10,296 units retailed for \$21,135,333 in July last year. Seven-month totals showed 109,244 passenger vehicles sold this year and 76,798 in 1948, a gain of 42%.

Sales of trucks numbered 6,926 in July this year, 19% above the 5,811 vehicles sold in July, 1948. Bus sales declined from 57 in July, 1948 to 28 in July of 1949.

Financing of Motor Vehicle Sales

Financing of new and used motor vehicles in Canada totalled 22,331 units in July, 1949 with a financed value of \$20,314,960, surpassing the July, 1948 total of 14,403 vehicles financed for \$13,285,564 by 55% in number and 53% in financed value.

New Vehicles: Financing of new vehicles recorded a greater percentage increase than did sales in July this year over last, indicating that a higher proportion of purchases were being made on the instalment plan than at this time last year.

Passenger car financing increased 119% in number and 122% in financed value. There were 5,112 cars financed to the extent of \$6,768,388 in July this year and 2,336 models for an amount of \$3,054,481 in the same month a year ago.

Gains were more moderate in the commercial vehicle field, amounting to 23% in number and 12% in dollar volume.

Used Vehicles: The total of used passenger and commercial vehicle financing combined showed 14,731 units financed for an amount of \$9,877,295 in July this year and 10,050 vehicles for \$6,940,943 in the same month last year. Increases for passenger cars over July, 1948 amounted to 52% in number and 49% in amount of financing. There were 12,550 passenger cars financed for \$8,143,395 in the month under review compared with 8,274 units having a financed value of \$5,468,213 in July of 1948.

TABLE 1 - NEW MOTOR VEHICLE SALES, BY MONTHS

Month	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Cars, Trucks, and Buses						
January	13,704	11,492	-16.1	26,937,531	24,677,689	- 8.4
February	13,193	14,496	+ 9.9	25,554,594	31,487,883	+23.2
March	20,974	24,637	+17.5	40,688,378	52,359,305	+28.7
April	19,286	28,159	+46.0	37,689,634	58,687,841	+55.7
May	18,751	27,258	+45.4	37,709,965	57,381,848	+52.2
June	21,626	26,738	+23.6	43,430,979	55,539,165	+27.9
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
Jan.-to-July.	123,698	160,509	+29.8	245,012,004	336,706,484	+37.4
Passenger Cars						
January	9,316	6,216	-33.3	17,191,619	13,158,649	-23.5
February	8,103	8,036	- 0.8	15,272,034	17,466,515	+14.4
March	13,540	16,970	+25.3	25,668,823	35,791,018	+39.4
April	11,725	19,653	+67.6	22,362,967	40,388,752	+80.6
May	10,963	18,626	+69.9	21,486,105	38,314,929	+78.3
June	12,855	18,968	+47.6	25,853,311	39,343,088	+52.2
July	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
Jan.-to-July.	76,798	109,244	+42.2	148,970,192	227,044,727	+52.4
Trucks						
January	4,316	5,221	+21.0	8,433,085	10,518,670	+24.7
February	5,074	6,414	+26.4	10,021,174	13,117,502	+30.9
March	7,375	7,594	+ 3.0	14,002,789	15,277,448	+ 9.1
April	7,484	8,433	+12.7	14,034,474	16,323,048	+19.9
May	7,711	8,541	+10.8	14,890,415	17,230,950	+15.7
June	8,691	7,719	-11.2	16,208,589	15,219,193	- 6.1
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
Jan.-to-July.	46,462	50,848	+ 9.4	88,423,729	101,699,927	+15.0
Buses						
January	72	55	-23.6	1,312,827	1,000,370	-23.8
February	16	46	+187.5	261,386	903,866	+245.8
March	59	73	+23.7	1,016,766	1,290,839	+27.0
April	77	73	- 5.2	1,292,193	1,476,041	+14.2
May	77	91	+18.2	1,333,445	1,835,969	+37.7
June	80	51	-36.2	1,369,079	976,884	-28.6
July	57	28	-50.9	1,032,387	477,861	-53.7
Jan.-to-July.	438	417	- 4.8	7,618,083	7,961,830	+ 4.5

TABLE 2 - NEW MOTOR VEHICLE SALES, BY PROVINCES, JULY 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948

Total - Passenger Cars, Trucks, and Buses

CANADA	16,164	27,729	+71.5	33,000,923	56,572,753	+ 71.4
Maritimes	1,087	2,218	+104.0	2,118,396	4,442,243	+109.7
Quebec	2,701	4,357	+ 61.3	5,840,653	9,003,156	+ 54.1
Ontario	8,359	12,843	+ 53.6	16,959,364	26,163,142	+ 54.3
Manitoba	818	1,411	+ 72.5	1,582,588	2,868,371	+ 81.2
Saskatchewan ...	792	1,866	+135.6	1,500,973	3,690,537	+145.9
Alberta	1,083	2,131	+ 96.8	2,282,995	4,497,034	+ 97.0
British Columbia	1,324	2,903	+119.3	2,715,954	5,908,270	+117.5

Passenger Cars

CANADA	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
Maritimes	632	1,668	+163.9	1,269,303	3,367,331	+165.3
Quebec	1,742	3,361	+ 92.9	3,756,526	6,956,501	+ 85.2
Ontario	5,693	10,182	+ 78.9	11,579,863	20,894,796	+ 80.4
Manitoba	475	898	+ 89.1	971,813	1,878,927	+ 93.3
Saskatchewan ...	453	1,139	+151.4	905,564	2,319,548	+156.1
Alberta	566	1,221	+115.7	1,158,880	2,606,316	+124.9
British Columbia	735	2,306	+213.7	1,493,384	4,558,357	+205.2

Trucks

CANADA	5,811	6,926	+ 19.2	10,833,203	13,513,116	+ 24.7
Maritimes	454	550	+ 21.1	842,288	1,074,912	+ 27.6
Quebec	947	991	+ 4.6	1,850,095	1,961,091	+ 6.0
Ontario	2,632	2,652	+ 0.8	4,760,860	5,138,129	+ 7.9
Manitoba	343	513	+ 49.6	610,775	989,444	+ 62.0
Saskatchewan ...	339	727	+114.5	595,409	1,370,989	+130.3
Alberta	509	904	+ 77.6	965,841	1,819,204	+ 88.4
British Columbia	587	589	+ 0.3	1,207,935	1,159,347	- 4.0

Buses

CANADA	57	28	- 50.9	1,032,387	477,861	- 53.7
Maritimes	1	-	-	6,805	-	-
Quebec	12	5	- 58.3	234,032	85,564	- 63.4
Ontario	34	9	- 73.5	618,641	130,217	- 79.0
Manitoba	-	-	-	-	-	-
Saskatchewan ...	-	-	-	-	-	-
Alberta	8	6	- 25.0	158,274	71,514	- 54.8
British Columbia	2	8	+300.0	14,635	190,566	+1202.1

TABLE 3 - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

JULY, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total, Passenger and Commercial Vehicles						
CANADA	4,353	7,600	+ 74.6	6,344,621	10,437,665	+ 64.5
Maritimes	379	762	+101.1	515,895	977,262	+ 89.4
Quebec	1,088	1,841	+ 69.2	1,797,261	2,796,891	+ 55.6
Ontario	1,818	2,865	+ 57.6	2,433,482	3,742,199	+ 53.8
Manitoba	166	386	+132.5	264,983	515,722	+ 94.6
Saskatchewan	197	390	+ 98.0	243,821	497,325	+104.0
Alberta	327	642	+ 96.3	454,595	884,282	+ 94.5
British Columbia .	378	714	+ 88.9	634,584	1,023,984	+ 61.4
Passenger Vehicles						
CANADA	2,336	5,112	+118.8	3,054,481	6,768,388	+121.6
Maritimes	155	467	+201.3	190,747	574,453	+201.2
Quebec	539	1,268	+135.3	786,006	1,886,738	+140.0
Ontario	1,085	2,050	+ 88.9	1,383,819	2,597,107	+ 87.7
Manitoba	100	241	+141.0	126,891	315,274	+148.5
Saskatchewan	100	227	+127.0	115,027	274,441	+138.6
Alberta	155	358	+131.0	182,032	447,778	+146.0
British Columbia .	202	501	+148.0	269,959	672,597	+149.1
Commercial Vehicles						
CANADA	2,017	2,488	+ 23.4	3,290,140	3,669,277	+ 11.5
Maritimes	224	295	+ 31.7	325,148	402,809	+ 23.9
Quebec	549	573	+ 4.4	1,011,255	910,153	- 10.0
Ontario	733	815	+ 11.2	1,049,663	1,145,092	+ 9.1
Manitoba	66	145	+119.7	138,092	200,448	+ 45.2
Saskatchewan	97	163	+ 68.0	128,794	222,884	+ 73.1
Alberta	172	284	+ 65.1	272,563	436,504	+ 60.1
British Columbia .	176	213	+ 21.0	364,625	351,387	- 3.6

TABLE 4 - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

JULY, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total, Passenger and Commercial Vehicles						
CANADA	10,050	14,731	+ 46.6	6,940,943	9,877,295	+ 42.3
Maritimes	595	1,199	+101.5	405,899	750,559	+ 84.9
Quebec	1,257	1,823	+ 45.0	1,074,988	1,481,971	+ 37.9
Ontario	5,833	8,224	+ 41.0	3,653,058	5,014,925	+ 37.3
Manitoba	376	538	+ 43.1	266,067	362,103	+ 36.1
Saskatchewan	217	402	+ 85.3	158,532	284,316	+ 79.3
Alberta	779	1,190	+ 52.8	587,009	906,178	+ 54.4
British Columbia .	993	1,355	+ 36.5	795,390	1,077,243	+ 35.4
Passenger Vehicles						
CANADA	8,274	12,550	+ 51.7	5,468,213	8,143,395	+ 48.9
Maritimes	380	858	+125.8	241,395	519,528	+115.2
Quebec	918	1,449	+ 57.8	718,939	1,145,302	+ 59.3
Ontario	5,135	7,410	+ 44.3	3,169,048	4,432,330	+ 39.9
Manitoba	269	430	+ 59.9	186,986	260,099	+ 39.1
Saskatchewan	136	300	+120.6	98,539	203,630	+106.6
Alberta	611	937	+ 53.4	443,449	686,923	+ 54.9
British Columbia .	825	1,166	+ 41.3	609,857	895,583	+ 46.9
Commercial Vehicles						
CANADA	1,776	2,181	+ 22.8	1,472,730	1,733,900	+ 17.7
Maritimes	215	341	+ 58.6	164,504	231,031	+ 40.4
Quebec	339	374	+ 10.3	356,049	336,669	- 5.4
Ontario	698	814	+ 16.6	484,010	582,595	+ 20.4
Manitoba	107	108	+ 0.9	79,081	102,004	+ 29.0
Saskatchewan	81	102	+ 25.9	59,993	80,686	+ 34.5
Alberta	168	253	+ 50.6	143,560	219,255	+ 52.7
British Columbia .	168	189	+ 12.5	185,533	181,660	- 2.1



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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

AUGUST, 1949

• • • •

Sales of New Motor Vehicles

August sales of new motor vehicles were 31% higher this year compared with August, 1948. Sales totalled 17,964 vehicles with a retail value of \$36,024,083 in August, 1949, while 13,676 vehicles sold for \$27,616,430 in August a year ago.

There was a steep decline in August compared with the level of sales in the previous five months. This August down-trend was apparent in 1947 and 1948 also, and can be traced largely to the shutting down of motor vehicle manufacturing plants during late July and early August while employees were on annual vacation.

Passenger car sales totalled 12,558 units which retailed for \$25,286,910, an increase of 30% in number and 32% in value over the 9,656 cars sold for \$19,129,644 in the same month last year. Truck sales were higher by 36% in number and 39% in value compared with August, 1948. Only 19 buses were sold in August this year.

Cumulative totals were 178,473 vehicles for 1949, 30% above the 1948 figure of 137,374 units for eight months.

Financing of Motor Vehicle Sales

Financing of motor vehicle sales totalled 20,297 in August, 1949 for an amount of \$18,530,606, an increase of 62% in number and value over the 12,515 units financed for \$11,407,351 in August, 1948.

January-to-August totals this year were 52% higher in number and 51% greater in amount of financing compared with last year's eight-month cumulative total of passenger and commercial vehicles financed.

New Vehicles--The total of 6,562 new vehicles financed for \$9,356,165 in August, 1949 surpassed the August, 1948 total of 3,578 units financed to the extent of \$5,295,808 by 83% in number and 77% in amount of financing. Gains of 99% in number and 104% in value are recorded in the passenger vehicle field, while increases in financing of commercial vehicles were more moderate.

Used Vehicles--There were 13,735 used vehicles financed to the extent of \$9,174,441. Of these, 11,292 were passenger cars financed for \$7,268,795. Increases amounted to 57% for passenger cars and 41% for commercial vehicles.

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FINANCING OF MOTOR VEHICLES IN CANADA

NUMBER OF
VEHICLES

10,000

NEW VEHICLES

5,000

0

J F M A M J J A S O N D

20,000

USED VEHICLES

15,000

10,000

5,000

0

J F M A M J J A S O N D

LEGEND

1937-40 AVERAGE
(PASS.+ COMM.)

COMMERCIAL
1948
PASSENGER
1948

COMMERCIAL
1949
PASSENGER
1949

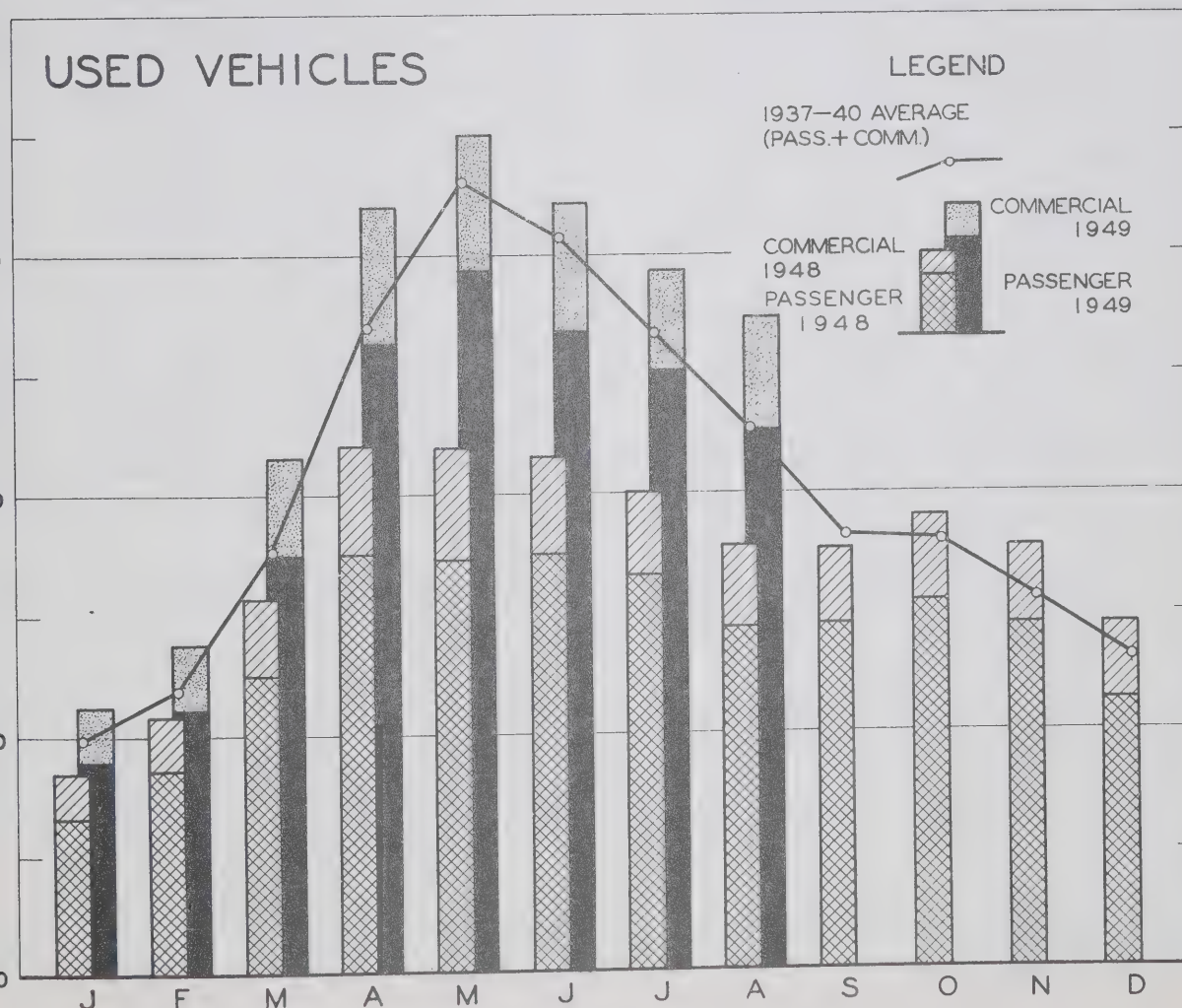
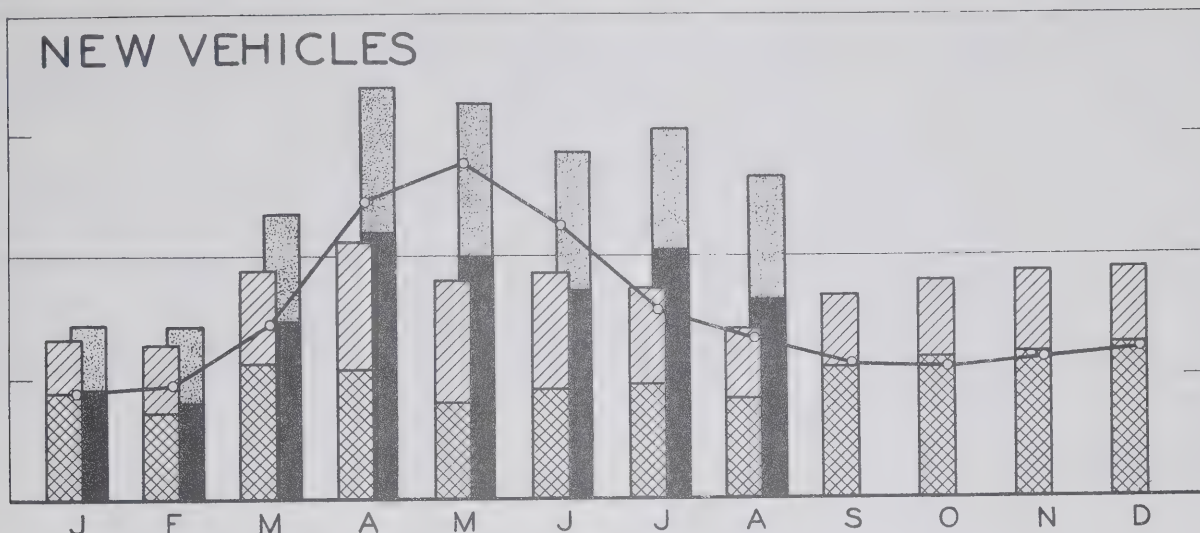


TABLE I. - NEW MOTOR VEHICLE SALES, BY PROVINCES

AUGUST, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948

Total - Passenger Cars, Trucks, and Buses

CANADA	13,676	17,964	+31.4	27,616,430	36,024,083	+30.4
Maritimes	1,093	1,824	+66.9	2,135,423	3,523,164	+65.0
Quebec	2,910	3,011	+ 3.5	5,804,259	6,102,447	+ 5.1
Ontario	5,100	6,600	+29.4	10,060,133	13,648,796	+35.7
Manitoba	977	1,400	+43.3	1,886,832	2,710,028	+43.6
Saskatchewan	1,166	1,735	+48.8	2,345,070	3,415,612	+45.7
Alberta	1,347	1,547	+14.8	2,907,507	3,094,875	+ 6.4
British Columbia,	1,083	1,847	+70.5	2,477,206	3,529,161	+42.5

Passenger Cars

CANADA	9,656	12,558	+30.1	19,129,644	25,286,910	+32.2
Maritimes	753	1,283	+70.4	1,465,429	2,511,561	+71.4
Quebec	2,274	2,284	+ 0.4	4,459,678	4,556,361	+ 2.2
Ontario	3,799	5,269	+38.7	7,588,780	10,912,910	+43.8
Manitoba	629	779	+23.8	1,230,274	1,532,453	+24.6
Saskatchewan ...	685	782	+14.2	1,321,934	1,599,824	+21.0
Alberta	787	743	- 5.6	1,571,727	1,480,104	- 5.8
British Columbia	729	1,418	+94.5	1,491,822	2,693,697	+80.6

Trucks

CANADA	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
Maritimes	327	541	+65.4	537,728	1,011,603	+88.1
Quebec	630	726	+15.2	1,225,730	1,535,686	+25.3
Ontario	1,271	1,319	+ 3.8	2,105,404	2,641,490	+25.5
Manitoba	346	621	+79.5	644,638	1,177,575	+82.7
Saskatchewan	481	953	+98.1	1,023,136	1,815,788	+77.5
Alberta	548	799	+45.8	1,172,813	1,581,492	+34.8
British Columbia,	349	428	+22.6	886,128	826,943	- 6.7

Buses

CANADA	68	19	-72.1	891,209	146,596	-83.6
Maritimes	13	-	-	132,266	-	-
Quebec	6	1	-83.3	118,851	10,400	-91.2
Ontario	30	12	-60.0	365,949	94,396	-74.2
Manitoba	2	-	-	11,920	-	-
Saskatchewan	-	-	-	-	-	-
Alberta	12	5	-58.3	162,967	33,279	-79.6
British Columbia,	5	1	-80.0	99,256	8,521	-91.4

TABLE 2 - NEW MOTOR VEHICLE SALES BY MONTHS

Months	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Cars, Trucks, and Buses						
January to March	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
April	19,286	28,159	+46.0	37,689,634	58,687,841	+55.7
May	18,751	27,258	+45.4	37,709,965	57,381,848	+52.2
June	21,626	26,738	+23.6	43,430,979	55,539,165	+27.9
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
August	13,676	17,964	+31.4	27,616,430	36,024,083	+30.4
January to August	137,374	178,473	+29.9	272,628,434	372,730,567	+36.7

Passenger Cars						
January to March	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
April	11,725	19,653	+67.6	22,362,967	40,388,752	+80.6
May	10,923	18,626	+69.9	21,486,105	38,314,929	+78.3
June	12,855	18,968	+47.6	25,853,311	39,343,088	+52.2
July	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
August	9,656	12,558	+30.0	19,129,644	25,286,910	+32.2
January to August	86,414	121,802	+41.0	168,099,836	252,331,637	+50.1

Trucks						
January to March	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
April	7,484	8,433	+12.7	14,034,474	16,823,048	+19.9
May	7,711	8,541	+10.8	14,890,415	17,230,950	+15.7
June	8,691	7,719	-11.2	16,208,589	15,219,193	- 6.1
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
August	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
January to August	50,414	56,235	+11.5	96,019,306	112,290,504	+16.9

Buses						
January to March	147	174	+18.4	2,590,979	3,195,075	+23.3
April	77	73	- 5.2	1,292,193	1,476,041	+14.2
May	77	91	+18.2	1,333,445	1,835,969	+37.7
June	80	51	-36.2	1,369,079	976,884	-28.6
July	57	28	-50.9	1,032,387	477,861	-53.7
August	68	19	-72.1	891,209	146,596	-83.6
January to August	506	436	-13.8	8,509,292	8,108,426	- 4.7

TABLE 3.- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

AUGUST 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger and Commercial Vehicles						
CANADA	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
Maritimes	290	552	+90.3	381,931	734,921	+92.4
Quebec	928	1,392	+50.0	1,481,084	2,240,881	+51.3
Ontario	1,414	2,467	+74.5	1,942,905	3,327,977	+71.3
Manitoba	163	331	+103.1	230,980	453,380	+96.3
Saskatchewan	174	430	+147.1	221,334	587,210	+165.3
Alberta	296	674	+127.7	442,806	975,162	+120.2
British Columbia..	313	716	+128.8	594,768	1,036,634	+74.3
Passenger Cars						
CANADA	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
Maritimes	162	355	+119.1	198,270	463,046	+133.5
Quebec	540	907	+ 68.0	783,581	1,379,742	+ 76.1
Ontario	907	1,652	+ 82.1	1,136,286	2,143,161	+ 88.6
Manitoba	93	177	+ 90.3	124,114	230,112	+ 85.4
Saskatchewan	77	195	+153.2	97,144	257,836	+165.4
Alberta	136	292	+114.7	165,434	379,205	+129.2
British Columbia..	142	506	+256.3	203,041	682,856	+236.3
Commercial Vehicles						
CANADA	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
Maritimes	128	197	+53.9	183,661	271,875	+48.0
Quebec	388	485	+25.0	697,503	861,139	+23.5
Ontario	507	815	+60.7	806,619	1,184,816	+46.9
Manitoba	70	154	+120.0	106,866	223,268	+108.9
Saskatchewan	97	235	+142.3	124,190	329,374	+165.2
Alberta	160	382	+138.8	277,372	595,957	+114.9
British Columbia .	171	210	+ 22.8	391,727	353,778	- 9.7

TABLE 4 - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,
AUGUST, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger and Commercial Vehicles						
CANADA	8,937	13,735	+ 53.7	6,111,543	9,174,441	+ 50.1
Maritimes	528	1,006	+ 90.5	371,674	635,686	+ 71.0
Quebec	1,154	1,737	+ 50.5	1,009,378	1,417,530	+ 40.4
Ontario	5,021	7,302	+ 45.4	2,956,001	4,464,035	+ 51.0
Manitoba	299	539	+ 80.3	196,990	336,061	+ 70.6
Saskatchewan	215	412	+ 91.6	158,543	278,517	+ 75.7
Alberta	707	1,236	+ 74.8	551,806	894,906	+ 62.2
British Columbia..	1,013	1,503	+ 48.4	867,151	1,147,706	+ 32.4
Passenger Cars						
CANADA	7,199	11,292	+ 56.9	4,571,591	7,268,795	+ 59.0
Maritimes	352	722	+105.1	231,334	446,027	+ 92.8
Quebec	837	1,299	+ 55.2	652,843	996,192	+ 52.6
Ontario	4,388	6,408	+ 46.0	2,500,693	3,853,377	+ 54.1
Manitoba	204	399	+ 95.6	127,964	231,763	+ 81.1
Saskatchewan	124	274	+121.0	81,165	177,536	+118.7
Alberta	494	910	+ 84.2	362,034	616,879	+ 70.4
British Columbia..	800	1,280	+ 60.0	615,558	947,019	+ 53.8
Commercial Vehicles						
CANADA	1,738	2,443	+ 40.6	1,539,952	1,905,646	+ 23.7
Maritimes	176	284	+ 61.4	140,340	189,659	+ 35.1
Quebec	317	438	+ 38.2	356,535	421,338	+ 18.2
Ontario	633	894	+ 41.2	455,308	610,658	+ 34.1
Manitoba	95	140	+ 47.4	69,026	104,298	+ 51.1
Saskatchewan	91	138	+ 51.6	77,378	100,979	+ 30.5
Alberta	213	326	+ 53.1	189,772	278,027	+ 46.5
British Columbia..	213	223	+ 4.7	251,593	200,687	- 20.2

TABLE 5 - FINANCING OF SALES OF NEW MOTOR VEHICLES BY MONTHS

Month	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger and Commercial Vehicles						
January to March ..	11,284	13,146	+16.5	15,834,708	19,254,883	+21.6
April	5,252	8,511	+62.1	7,441,844	12,000,489	+61.3
May	4,563	8,193	+79.6	6,792,040	11,770,602	+73.2
June	4,637	7,191	+55.1	6,764,104	10,315,086	+52.5
July	4,353	7,600	+74.6	6,344,621	10,437,665	+64.5
August	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
January to August .	33,667	51,203	+52.1	48,473,125	73,134,890	+50.9
Passenger Cars						
January to March ..	6,830	8,059	+18.0	8,486,480	11,031,034	+30.0
April	2,632	5,508	+109.3	3,183,696	7,358,644	+131.1
May	2,004	4,995	+149.3	2,548,614	6,473,656	+154.1
June	2,253	4,326	+92.0	2,827,663	5,725,522	+102.5
July	2,336	5,112	+118.9	3,054,481	6,768,388	+121.6
August	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
January to August.	18,112	32,084	+77.1	22,808,804	42,893,202	+88.1
Commercial Vehicles						
January to March ..	4,454	5,087	+14.2	7,348,228	8,223,849	+11.9
April	2,620	3,003	+14.6	4,258,148	4,641,845	+9.0
May	2,559	3,198	+25.0	4,243,426	5,296,946	+24.8
June	2,384	2,865	+20.2	3,936,441	4,589,564	+16.6
July	2,017	2,488	+23.4	3,290,140	3,669,277	+11.5
August	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
January to August..	15,555	19,119	+22.9	25,664,321	30,241,688	+17.8



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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

SEPTEMBER, 1949

• • • • •

Sales of New Motor Vehicles

With gains of 43% in number and 46% in value, September sales of new motor vehicles sustained the high rate of increase which prevailed during the previous eight months of this year. A total of 27,182 units sold for \$54,899,245 in September of this year compared with 19,007 vehicles sold for \$37,720,406 in September, 1948. Both new passenger cars and trucks contributed towards the large increases. Sales of the former numbered 19,502, and had a retail value of \$39,795,600, 47% higher in number and 53% higher in volume compared with September, 1948. Similarly, new truck sales recorded a 36% increase in number and a 42% increase in value over the same month a year ago.

During the first nine months of 1949, 205,655 new motor vehicles sold for \$427,629,812, surpassing 1948 number and value for the same period by 32% and 38% respectively. Passenger models were responsible for the major part of the sales increase, when 141,304 units sold for \$292,127,237, compared with 99,732 units retailed for \$194,100,744 during the January-to-September period in 1948, accounting for a 42% increase in number and a 51% increase in value. Sales in the first nine months of 1949 represent 63,908 trucks for \$127,336,945, increases of only 14% in total and 19% in value over the comparable period of 1948.

Financing of Motor Vehicle Sales

A total of 19,821 new and used motor vehicles were financed to the extent of \$18,502,357 in September, 1949, an increase of 52% in number and financed value over the 13,024 vehicles financed for \$12,141,169 in September, 1948.

During the period January-to-September, 1949, 172,534 vehicles were financed for \$161,887,452, accounting for a 49% increase in number and a 51% increase in value over the comparative period of 1948.

New Vehicles--The September total of 7,155 new vehicles, financed for \$10,086,049 constituted a 74% increase in number and an 85% increase in the amount of financing of passenger vehicles, together with a 63% increase in number and 50% increase in financed value of commercial vehicles over September, 1948, totals.

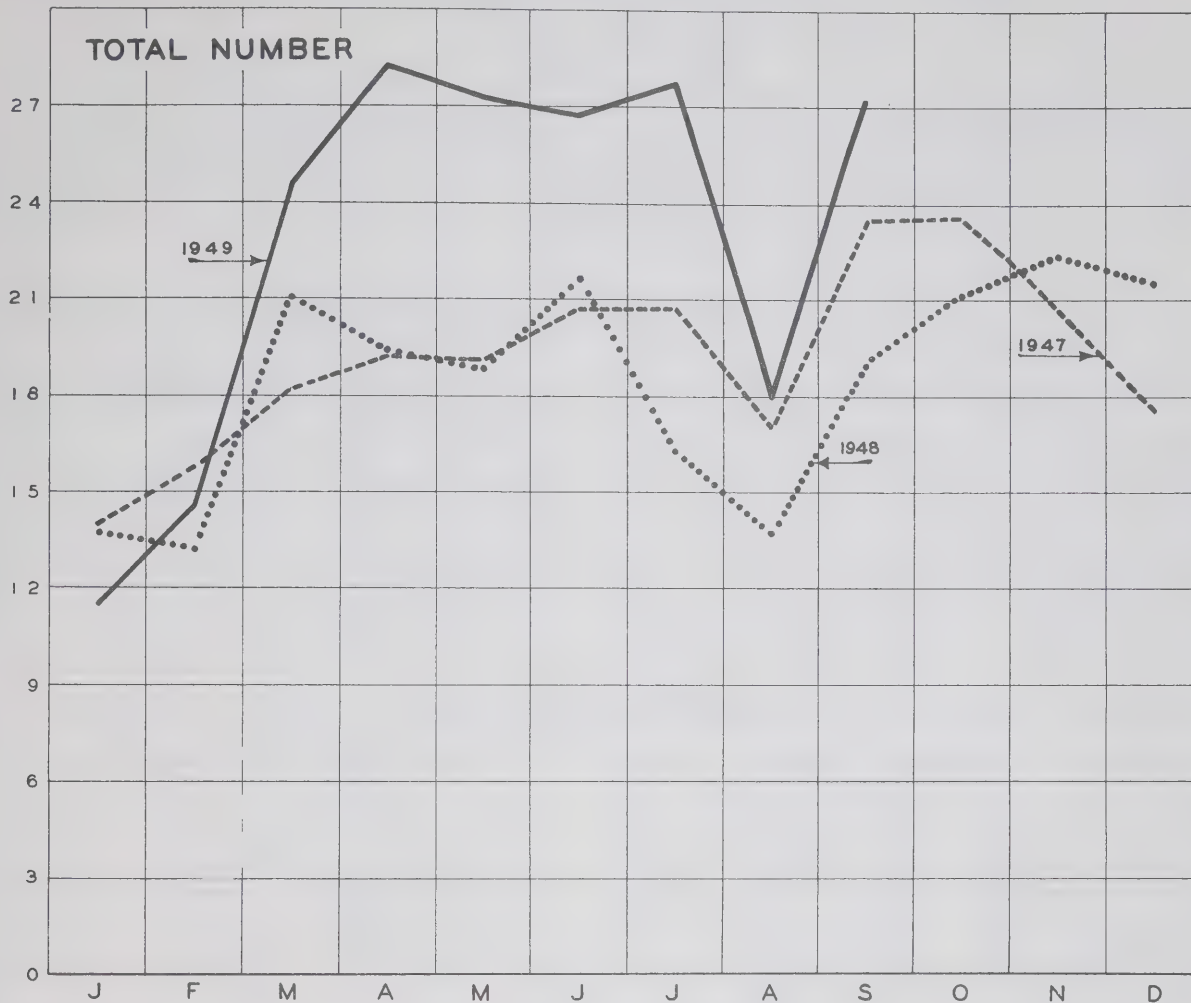
During the first nine months of 1949, 77% more passenger cars were financed for 88% greater dollar volume than during January-to-September, 1948. The increase in number and financed value of commercial vehicles during the period was more moderate.

Used Vehicles--Some 12,666 used vehicles were financed for an amount of \$8,416,308 during September, 1949. Of the 114,176 units financed to the extent of \$78,666,513 in the January-to-September period of 1949, 94,252 were passenger cars. Trucks and buses showed only minor increases over the same period in 1948.

Year's Subscription, \$2.00
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NEW MOTOR VEHICLE SALES

THOUSANDS
OF VEHICLES



PER CENT CHANGE BY PROVINCES, 1949/1948

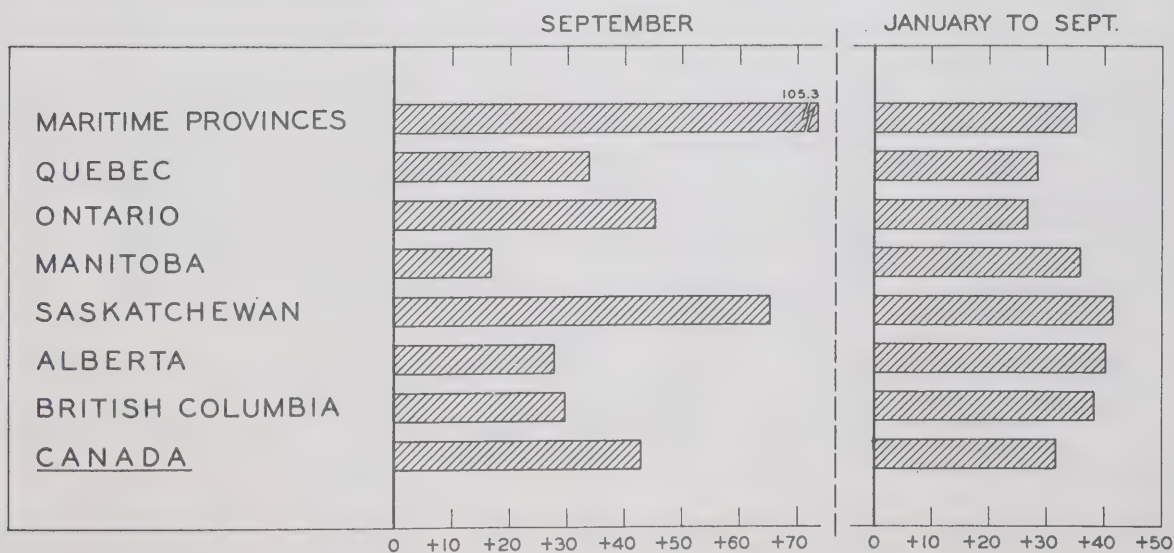


TABLE 1. - NEW MOTOR VEHICLE SALES, BY PROVINCES

SEPTEMBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

CANADA	19,007	27,182	+43.0	37,720,406	54,899,245	+ 45.5
Maritimes	1,085	2,228	+105.3	2,080,253	4,399,923	+111.5
Quebec	3,571	4,779	+33.8	7,291,514	9,912,455	+ 35.9
Ontario	8,110	11,781	+45.3	15,812,748	24,022,780	+ 51.9
Manitoba	1,321	1,544	+16.9	2,526,260	3,079,387	+ 21.8
Saskatchewan ...	1,428	2,359	+65.2	2,640,655	4,701,931	+ 78.1
Alberta	1,823	2,330	+27.8	3,542,568	4,639,370	+ 31.0
British Columbia	1,669	2,161	+29.5	3,824,408	4,143,399	+ 8.3

Passenger Cars

CANADA	13,278	19,502	+46.9	26,000,908	39,795,600	+ 53.1
Maritimes	748	1,643	+119.7	1,452,603	3,313,897	+128.1
Quebec	2,631	3,659	+39.1	5,289,407	7,579,818	+ 43.3
Ontario	6,294	9,120	+44.9	12,241,439	18,731,653	+ 53.0
Manitoba	765	910	+19.0	1,498,483	1,854,157	+ 23.7
Saskatchewan ...	700	1,295	+85.0	1,339,578	2,662,460	+ 98.8
Alberta	1,032	1,250	+21.1	2,016,144	2,538,782	+ 25.9
British Columbia	1,108	1,625	+46.7	2,163,254	3,114,833	+ 44.0

Trucks

CANADA	5,661	7,673	+35.5	10,614,393	15,046,441	+ 41.8
Maritimes	335	585	+74.6	613,015	1,086,026	+ 77.2
Quebec	928	1,120	+20.7	1,787,465	2,332,637	+ 30.5
Ontario	1,791	2,655	+48.2	3,278,969	5,240,518	+ 59.8
Manitoba	554	634	+14.4	986,040	1,225,230	+ 24.3
Saskatchewan ...	728	1,064	+46.2	1,301,077	2,039,471	+ 56.8
Alberta	790	1,079	+36.6	1,518,503	2,093,993	+ 37.9
British Columbia	535	536	+ 0.2	1,129,324	1,028,566	- 8.9

Buses

CANADA	68	7	-89.7	1,105,105	57,204	- 94.8
Maritimes	2	-	-	14,635	-	-
Quebec	12	-	-	214,642	-	-
Ontario	25	6	-76.0	292,340	50,609	- 82.7
Manitoba	2	-	-	43,737	-	-
Saskatchewan ...	-	-	-	-	-	-
Alberta	1	1	(a)	7,921	6,595	- 16.7
British Columbia	26	-	-	531,830	-	-

(a) Less than 0.1%

TABLE 2. - NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-SEPTEMBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

CANADA	156,381	205,655	+31.5	510,348,340	427,629,812	+37.8
Maritimes	12,578	16,995	+35.1	23,667,438	33,836,918	+43.0
Quebec	29,348	37,708	+28.5	60,635,596	80,716,542	+33.1
Ontario	66,896	84,799	+26.8	131,249,412	176,033,984	+34.1
Manitoba	9,253	12,571	+35.9	18,092,857	25,213,742	+39.4
Saskatchewan ...	11,621	16,442	+41.5	21,625,419	33,310,416	+54.0
Alberta	12,975	18,189	+40.2	26,335,688	38,118,448	+44.7
British Columbia	13,710	18,951	+38.2	28,742,430	40,397,762	+40.6

Passenger Cars

CANADA	99,732	141,304	+41.7	194,100,744	292,127,237	+50.5
Maritimes	7,196	11,142	+54.8	13,720,243	22,547,201	+64.3
Quebec	18,222	26,388	+44.8	35,926,862	55,183,836	+53.6
Ontario	46,198	62,539	+35.4	90,357,654	130,326,405	+44.2
Manitoba	5,653	7,890	+39.6	10,911,087	16,198,490	+48.5
Saskatchewan ...	6,420	9,427	+46.8	12,227,739	19,332,358	+58.1
Alberta	7,335	10,213	+39.2	14,131,800	21,251,082	+50.4
British Columbia	8,708	13,705	+57.4	16,823,359	27,287,865	+62.2

Trucks

CANADA	56,075	63,908	+14.0	106,633,699	127,336,945	+19.4
Maritimes	5,363	5,851	+ 9.1	9,769,508	11,271,966	+15.4
Quebec	10,959	11,211	+ 2.3	21,861,609	23,502,599	+ 7.5
Ontario	20,508	22,135	+ 7.9	37,945,516	43,883,685	+15.6
Manitoba	3,564	4,680	+31.3	6,497,051	9,002,952	+38.6
Saskatchewan ...	5,201	6,984	+34.3	9,397,680	13,399,957	+42.6
Alberta	5,567	7,922	+42.3	10,846,827	15,862,823	+46.2
British Columbia	4,913	5,125	+ 4.3	10,315,508	10,412,963	+ 0.9

Buses

CANADA	574	443	-22.2	9,614,397	8,165,630	-15.1
Maritimes	19	2	-89.5	177,687	17,751	-90.0
Quebec	167	109	-34.7	2,845,125	2,032,107	-28.6
Ontario	190	125	-34.2	2,946,242	1,823,894	-38.1
Manitoba	36	1	-97.2	684,719	12,300	-98.2
Saskatchewan ...	-	31	-	-	578,101	-
Alberta	73	54	-26.0	1,357,061	1,004,543	-26.0
British Columbia	89	121	+36.0	1,603,563	2,696,934	+68.2

TABLE 3.- NEW MOTOR VEHICLE SALES BY MONTHS

Months	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

Jan. - March..	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
April	19,286	28,159	+46.0	37,689,634	58,687,841	+55.7
May	18,751	27,258	+45.4	37,709,965	57,381,848	+52.2
June	21,626	26,738	+23.6	43,430,979	55,539,165	+27.9
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
August	13,676	17,964	+31.4	27,616,430	36,024,083	+30.4
September	19,007	27,182	+43.0	37,720,406	54,899,245	+45.5
Jan. - Sept...	156,381	205,655	+31.5	310,348,840	427,629,812	+37.8

Passenger Cars

Jan. - March..	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
April	11,725	19,653	+67.6	22,362,967	40,388,752	+80.6
May	10,963	18,626	+69.9	21,486,105	38,314,929	+78.3
June	12,855	18,968	+47.6	25,853,311	39,343,088	+52.2
July	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
August	9,656	12,558	+30.0	19,129,644	25,286,910	+32.2
September	13,278	19,502	+46.9	26,000,908	39,795,600	+53.1
Jan. - Sept...	99,732	141,304	+41.7	194,100,744	292,127,237	+50.5

Trucks

Jan. - March..	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
April	7,484	8,433	+12.7	14,034,474	16,823,048	+19.9
May	7,711	8,541	+10.8	14,890,415	17,230,950	+15.7
June	8,691	7,719	-11.2	16,208,589	15,219,193	- 6.1
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
August	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
September	5,661	7,673	+35.5	10,614,393	15,046,441	+41.8
Jan. - Sept...	56,075	63,908	+14.0	106,633,699	127,336,945	+19.4

Buses

Jan. - March..	147	174	+18.4	2,590,979	3,195,075	+23.3
April	77	73	- 5.2	1,292,193	1,476,041	+14.2
May	77	91	+18.2	1,333,445	1,835,969	+37.7
June	80	51	-36.2	1,369,079	976,884	-28.6
July	57	28	-50.9	1,032,387	477,861	-53.7
August	68	19	-72.1	891,209	146,596	-83.6
September	68	7	-89.7	1,105,105	57,204	-94.8
Jan. - Sept...	574	443	-22.8	9,614,397	8,165,630	-15.1

TABLE 1.-FINANCING OF SALES OF NEW MOTOR VEHICLES BY MONTHS

Month	Number of Vehicles			Amount of Financing		% Change, 1949/1948
	1948	1949	% Change, 1949/1948	1948	1949	
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
Jan. - March ..	11,284	13,146	+16.5	15,834,708	19,254,883	+21.6
April	5,252	8,511	+62.1	7,441,844	12,000,489	+61.3
May	4,563	8,193	+79.6	6,792,040	11,770,602	+73.2
June	4,637	7,191	+55.1	6,764,104	10,315,086	+52.5
July	4,353	7,600	+74.6	6,344,621	10,437,665	+64.5
August	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
September	4,209	7,155	+70.0	5,943,646	10,086,049	+69.7
Jan. - Sept. ..	37,876	58,358	+54.1	54,416,771	83,220,939	+52.9
Passenger Cars						
Jan. - March ..	6,830	8,059	+18.0	8,486,480	11,031,034	+30.0
April	2,632	5,508	+109.3	3,183,696	7,358,644	+131.1
May	2,004	4,995	+149.3	2,548,614	6,473,656	+154.1
June	2,253	4,326	+92.0	2,827,663	5,725,522	+102.5
July	2,336	5,112	+118.9	3,054,481	6,768,388	+121.6
August	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
September	2,663	4,637	+74.1	3,375,177	6,228,087	+84.5
Jan. - Sept. ..	20,775	36,721	+76.8	26,183,981	49,121,289	+87.6
Commercial Vehicles						
Jan. - March ..	4,454	5,087	+14.2	7,348,228	8,223,849	+11.9
April	2,620	3,003	+14.6	4,258,148	4,641,845	+9.0
May	2,559	3,198	+25.0	4,243,426	5,296,946	+24.8
June	2,384	2,865	+20.2	3,936,441	4,589,564	+16.6
July	2,017	2,488	+23.4	3,290,140	3,669,277	+11.5
August	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
September	1,546	2,518	+62.9	2,568,469	3,857,962	+50.2
Jan. - Sept. ..	17,101	21,637	+26.5	28,232,790	34,099,650	+20.8

TABLE 2.-FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

SEPTEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA ..	4,209	7,155	+70.0	5,943,646	10,086,049	+69.7
Maritimes	347	613	+76.7	460,030	792,787	+72.3
Quebec	976	1,526	+56.4	1,480,832	2,343,027	+58.2
Ontario	1,861	2,824	+51.7	2,443,113	3,873,525	+58.5
Manitoba	203	397	+95.6	270,638	522,434	+93.0
Saskatchewan ...	201	485	+141.3	251,729	636,864	+153.0
Alberta	300	713	+137.7	442,908	1,039,178	+134.6
British Columbia	321	597	+86.0	594,396	878,234	+47.8
Passenger Cars						
CANADA...	2,663	4,637	+74.1	3,375,177	6,228,087	+84.5
Maritimes	207	426	+105.8	249,058	553,129	+122.1
Quebec	645	1,054	+63.4	908,009	1,573,192	+73.2
Ontario	1,262	2,043	+61.9	1,511,960	2,644,683	+74.9
Manitoba	124	192	+54.8	155,703	255,707	+64.2
Saskatchewan....	96	288	+137.5	121,254	288,171	+137.7
Alberta	144	299	+107.6	176,957	388,244	+119.4
British Columbia	185	395	+113.5	252,236	524,961	+108.1
Commercial Vehicles						
CANADA...	1,546	2,518	+62.9	2,568,469	3,857,962	+50.2
Maritimes	140	187	+33.6	210,972	239,658	+13.6
Quebec	331	472	+42.6	572,823	769,835	+34.4
Ontario	599	781	+30.4	931,153	1,228,842	+32.0
Manitoba	79	205	+159.5	114,935	266,727	+132.1
Saskatchewan ...	105	257	+144.8	130,475	348,693	+167.2
Alberta.....	156	414	+165.4	265,951	650,934	+144.8
British Columbia	136	202	+48.5	342,160	353,273	+3.2

TABLE 3. FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

SEPTEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA ...	8,815	12,666	+43.7	6,197,523	8,416,308	+35.8
Maritimes	482	1,008	+109.1	319,472	594,690	+86.1
Quebec	1,019	1,591	+56.1	889,156	1,323,668	+48.9
Ontario	5,064	6,536	+29.1	3,139,031	3,899,465	+24.2
Manitoba	328	496	+51.2	238,904	345,901	+44.8
Saskatchewan ...	220	472	+114.5	177,049	340,796	+92.5
Alberta	737	1,270	+72.3	563,674	951,751	+63.1
British Columbia	965	1,293	+34.0	850,237	960,037	+12.9
Passenger Cars						
CANADA ...	7,221	10,339	+43.2	4,816,541	6,639,639	+37.9
Maritimes	323	697	+115.8	212,894	399,952	+87.9
Quebec	778	1,167	+50.0	637,389	926,995	+45.4
Ontario	4,417	5,739	+29.9	2,653,125	3,371,076	+27.1
Manitoba	264	373	+41.3	186,954	265,473	+42.0
Saskatchewan ...	141	316	+124.1	110,086	223,085	+102.6
Alberta	504	953	+89.1	378,521	690,640	+82.5
British Columbia	794	1,094	+37.8	637,572	762,418	+19.6
Commercial Vehicles						
CANADA	1,594	2,327	+46.0	1,380,982	1,776,669	+28.7
Maritimes	159	311	+95.6	106,578	194,738	+82.7
Quebec	241	424	+75.9	251,767	396,673	+57.6
Ontario	647	797	+23.2	485,906	526,389	+8.7
Manitoba	64	123	+92.2	51,950	80,428	+54.8
Saskatchewan...	79	156	+97.5	66,963	117,711	+75.8
Alberta	233	317	+36.1	205,153	261,111	+27.3
British Columbia	171	199	+16.4	212,665	197,619	-7.1

TABLE 4.-FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,
JANUARY-SEPTEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total.-Passenger and Commercial Vehicles						
CANADA ..	37,876	58,358	+54.1	54,416,771	83,220,939	+52.9
Maritimes.....	3,675	5,719	+55.6	4,805,550	7,622,400	+58.6
Quebec.....	10,045	13,779	+37.2	15,844,741	21,506,816	+35.7
Ontario.....	14,391	22,459	+56.1	19,170,592	30,278,764	+57.9
Manitoba.....	1,806	2,765	+53.1	2,549,890	3,795,629	+48.9
Saskatchewan...	1,868	3,056	+63.6	2,313,900	4,082,719	+76.4
Alberta.....	2,983	5,252	+76.1	4,231,699	7,767,874	+83.6
British Columbia	3,108	5,328	+71.4	5,500,399	8,166,737	+48.5
Passenger Cars						
CANADA...	20,775	36,721	+76.8	26,183,981	49,121,289	+87.6
Maritimes.....	1,609	3,308	+105.6	1,904,301	4,241,743	+122.7
Quebec.....	5,275	8,873	+68.2	7,346,073	13,247,973	+ 80.3
Ontario.....	8,856	15,318	+73.0	10,648,258	19,486,640	+ 83.0
Manitoba.....	1,083	1,574	+45.3	1,360,828	2,074,984	+ 52.5
Saskatchewan...	912	1,599	+75.3	1,080,228	2,031,757	+ 88.1
Alberta.....	1,418	2,618	+84.6	1,704,461	3,332,119	+ 95.5
British Columbia	1,622	3,431	+111.5	2,139,832	4,706,073	+119.9
Commercial Vehicles						
CANADA	17,101	21,637	+26.5	28,232,790	34,099,650	+20.8
Maritimes.....	2,066	2,411	+16.7	2,901,249	3,380,657	+16.5
Quebec.....	4,770	4,906	+ 2.9	8,498,668	8,258,843	- 2.8
Ontario.....	5,535	7,141	+29.0	8,522,334	10,792,124	+26.6
Manitoba.....	723	1,191	+64.7	1,189,062	1,720,645	+44.7
Saskatchewan..	956	1,457	+52.4	1,233,672	2,050,962	+66.2
Alberta.....	1,565	2,634	+68.3	2,527,238	4,435,755	+75.5
British Columbia	1,486	1,897	+27.7	3,360,567	3,460,664	+ 3.0

TABLE 5.-FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,
JANUARY-SEPTEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA...	78,100	114,176	+46.2	52,932,529	78,666,513	+48.6
Maritimes.....	4,759	8,901	+87.0	3,217,077	5,690,489	+76.9
Quebec.....	10,633	15,478	+45.6	9,422,395	13,027,030	+38.3
Ontario.....	43,876	61,984	+41.3	25,866,084	38,588,948	+49.2
Manitoba.....	2,894	4,074	+40.8	1,995,016	2,805,480	+40.6
Saskatchewan...	1,768	3,242	+83.4	1,328,799	2,353,572	+77.1
Alberta.....	5,764	9,667	+67.7	4,377,318	7,518,047	+71.8
British Columbia	8,406	10,830	+28.8	6,725,840	8,682,947	+29.1
Passenger Cars						
CANADA ...	62,760	94,252	+50.2	39,533,472	62,353,589	+57.7
Maritimes.....	2,932	6,149	+109.7	1,848,509	3,772,389	+104.1
Quebec.....	7,448	11,681	+56.8	5,945,733	9,304,670	+56.5
Ontario.....	38,254	54,750	+43.1	21,866,720	33,552,216	+53.4
Manitoba.....	2,134	3,143	+47.3	1,400,507	2,055,539	+46.8
Saskatchewan...	1,082	2,294	+112.0	733,828	1,623,041	+121.2
Alberta.....	4,091	7,239	+76.9	2,887,814	5,254,166	+81.9
British Columbia	6,819	8,996	+31.9	4,850,364	6,791,568	+40.0
Commercial Vehicles						
CANADA ...	15,340	19,924	+29.9	13,399,057	16,512,924	+21.7
Maritimes.....	1,827	2,752	+50.6	1,368,568	1,918,100	+40.2
Quebec.....	3,185	3,797	+19.2	3,476,662	3,722,360	+ 7.1
Ontario.....	5,622	7,234	+28.7	3,999,364	5,036,732	+25.9
Manitoba.....	760	931	+22.5	594,509	749,941	+26.1
Saskatchewan...	686	948	+38.2	594,974	730,531	+22.8
Alberta.....	1,673	2,428	+45.1	1,489,504	2,263,881	+52.0
British Columbia	1,587	1,834	+15.6	1,875,476	1,891,379	+ 0.8



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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

OCTOBER, 1949

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Sales of New Motor Vehicles

A new post-war peak was reached in October when 29,577 new motor vehicles were sold for \$59,762,631, 40% higher in number and 43% higher in value than the 21,110 units retailed for \$41,740,931 in October, 1948. Of this total, 21,435 were passenger cars which sold for \$43,275,459. These figures surpassed by 42% in number and 49% in value the 15,060 vehicles valued at \$28,972,963 sold in the same month last year. New truck sales recorded gains of 36% in number and 38% in dollar volume over October, 1948. Only 21 buses were sold for \$384,527, continuing the marked decreases in sales this year as compared with 1948.

Cumulative figures for January-to-October 1949 showed 235,232 new motor vehicles sold for \$487,392,443. Increases were 33% in number and 38% in value over the comparable period of 1948 when 177,491 vehicles retailed for \$352,089,771. Passenger models were responsible for gains of 42% in number and 50% in value, while more moderate increases of 16% in number and 21% in value, were recorded by truck sales. In the first ten months of 1949, 464 buses sold for \$8,550,157.

Financing of Motor Vehicle Sales

New and used motor vehicles financed in October, 1949, totalled 22,057 units, financed for \$20,384,390. These totals exceeded those for October, 1948, when 14,012 units were financed for \$12,988,618 by 57% both in number and financed value.

New Vehicles--There were 8,467 new vehicles financed in October, 1949, as compared with 4,521 units in the same month a year ago - an increase of 87% in number. Passenger cars accounted for a major part of this increase with a gain of 104%, while commercial vehicles financed in October totalled 57% more than in October, 1948.

In the first ten months of 1949, 66,825 new vehicles were financed for \$94,661,752, totals which were 58% higher in number and 56% higher in value than the corresponding period of 1948.

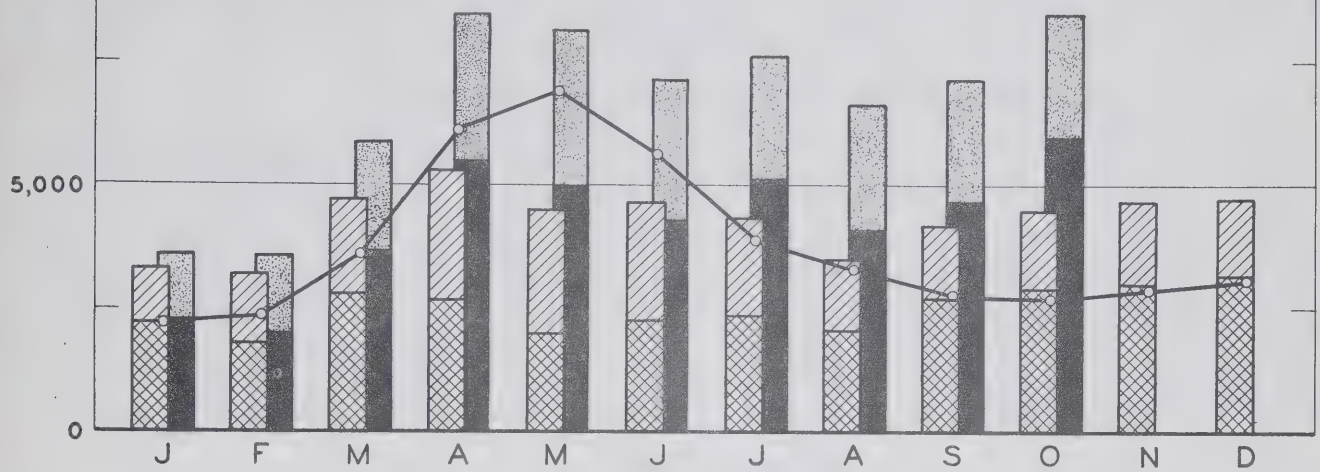
Used Vehicles--A total of 13,590 used vehicles were financed to the extent of \$8,943,577 in October, 1949, increases of 43% in number and 32% in financed value compared with October, 1948.

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FINANCING OF MOTOR VEHICLES IN CANADA

NUMBER OF
VEHICLES
10,000

NEW VEHICLES



USED VEHICLES

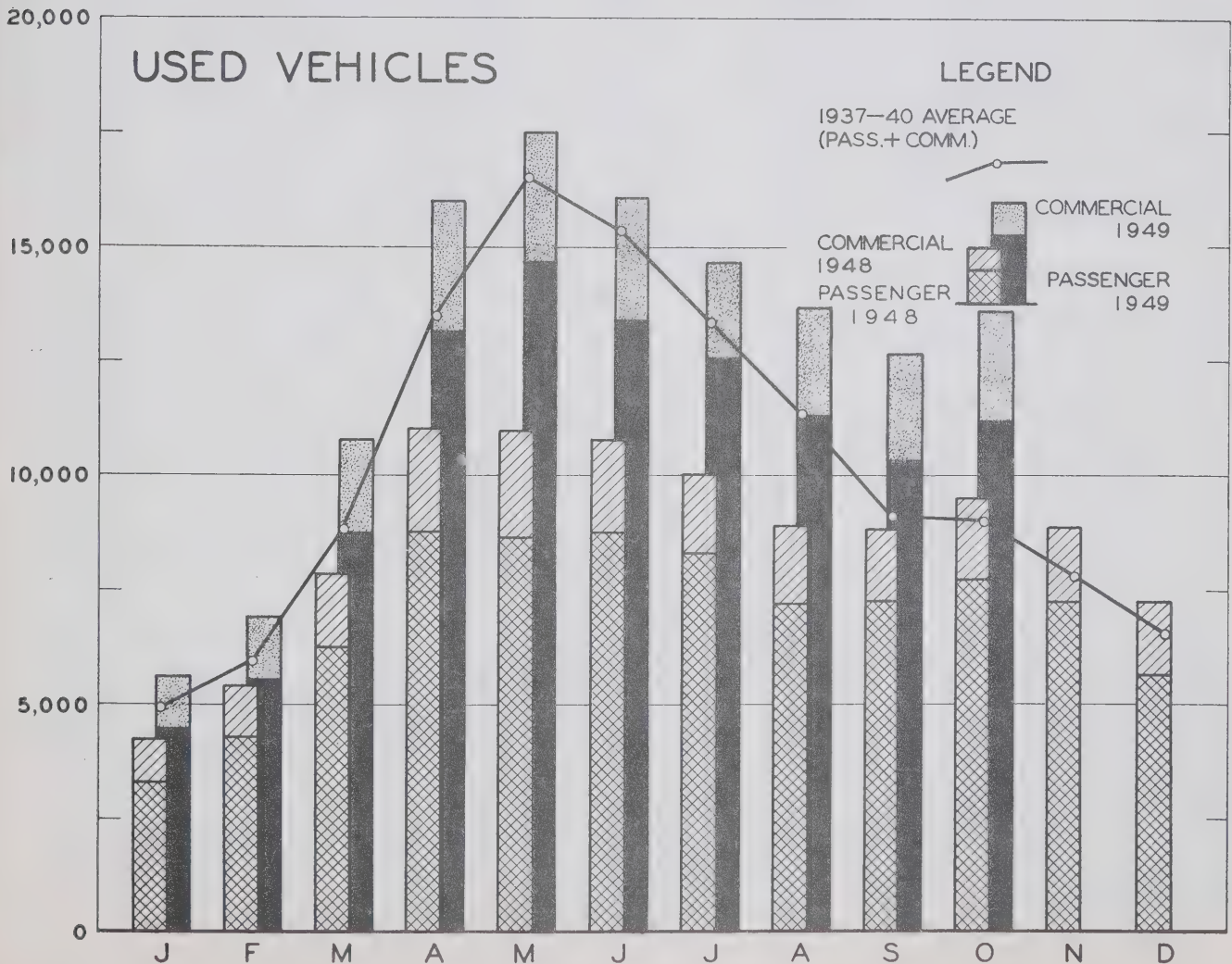


TABLE 1. - NEW MOTOR VEHICLE SALES, BY PROVINCES

OCTOBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA	21,110	29,577	+40.1	41,740,931	59,762,631	+43.2
Maritimes	1,598	2,022	+26.5	3,451,860	3,936,233	+14.0
Quebec	3,581	4,952	+38.3	7,057,736	10,467,605	+48.3
Ontario	9,150	13,180	+44.0	17,938,857	26,408,708	+47.2
Manitoba	1,271	1,777	+39.8	2,495,276	3,470,368	+39.1
Saskatchewan ...	1,596	2,264	+41.9	3,115,088	4,568,823	+46.7
Alberta	2,078	2,615	+25.8	4,166,006	5,531,031	+32.8
British Columbia	1,836	2,767	+50.7	3,516,108	5,379,863	+53.0

Passenger Cars

CANADA	15,060	21,435	+42.3	28,972,963	43,275,459	+49.4
Maritimes	1,225	1,541	+25.8	2,370,834	3,048,922	+28.6
Quebec	2,692	3,796	+41.0	5,226,381	8,180,889	+56.5
Ontario	6,811	9,969	+46.4	13,081,920	19,778,249	+51.2
Manitoba	823	1,108	+34.6	1,618,934	2,221,159	+37.2
Saskatchewan ...	953	1,300	+36.4	1,804,875	2,694,042	+49.3
Alberta	1,256	1,618	+28.8	2,409,993	3,278,131	+36.0
British Columbia	1,300	2,103	+61.8	2,460,026	4,074,067	+65.6

Trucks

CANADA	5,988	8,121	+35.6	11,684,823	16,102,645	+37.8
Maritimes	352	481	+36.6	632,646	887,311	+40.3
Quebec	883	1,156	+30.9	1,770,278	2,286,716	+29.2
Ontario	2,317	3,210	+38.5	4,545,284	6,622,526	+45.7
Manitoba	448	669	+49.3	876,342	1,249,209	+42.5
Saskatchewan ...	635	963	+51.7	1,135,937	1,852,997	+63.1
Alberta	817	978	+19.7	1,668,254	1,898,088	+13.8
British Columbia	536	664	+23.9	1,056,082	1,305,796	+23.6

Buses

CANADA ..	62	21	-66.1	1,083,145	384,527	-64.5
Maritimes	21	-	-	448,380	-	-
Quebec	6	-	-	61,077	-	-
Ontario	22	1	-95.5	311,653	7,931	-97.5
Manitoba	-	-	-	-	-	-
Saskatchewan ...	8	1	-87.5	174,276	21,784	-87.5
Alberta	5	19	+280.0	87,759	354,812	+304.3
British Columbia	-	-	-	-	-	-

TABLE 2 - NEW MOTOR VEHICLE SALES BY MONTHS

Months	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change 1949/1948
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
January to March	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
April to June ..	59,663	82,155	+37.7	118,830,578	171,608,854	+44.4
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
August	13,676	17,964	+31.4	27,616,430	36,024,083	+30.4
September	19,007	27,182	+43.0	37,720,406	54,899,245	+45.5
October	21,110	29,577	+40.1	41,740,931	59,762,631	+43.2
Jan. - October..	177,491	235,232	+32.5	352,089,771	487,392,443	+38.4
Passenger Cars						
January to March	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
April to June ..	35,543	57,247	+61.1	69,702,383	118,046,769	+69.4
July	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
August	9,656	12,558	+30.1	19,129,644	25,286,910	+32.2
September	13,278	19,502	+46.9	26,000,908	39,795,600	+53.1
October	15,060	21,435	+42.3	28,972,963	43,275,459	+49.4
Jan. - October..	114,792	162,739	+41.8	223,073,707	335,402,696	+50.4
Trucks						
January to March	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
April to June ..	23,886	24,693	+ 3.4	45,133,478	49,273,191	+ 9.2
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
August	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
September	5,661	7,673	+35.5	10,614,393	15,046,441	+41.8
October	5,988	8,121	+35.6	11,684,823	16,102,645	+37.8
Jan. - October..	62,063	72,029	+16.1	118,318,522	143,439,590	+21.2
Buses						
January to March	147	174	+18.4	2,590,979	3,195,075	+23.3
April to June ..	234	215	- 8.1	3,994,717	4,288,894	+ 7.4
July	57	28	-50.9	1,032,387	477,861	-53.7
August	68	19	-72.1	891,209	146,596	-83.6
September	68	7	-89.7	1,105,105	57,204	-94.8
October	62	21	-66.1	1,083,145	384,527	-64.5
Jan. - October..	636	464	-27.0	10,697,542	8,550,157	-20.1

TABLE 3.- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

OCTOBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948 %	1948 \$	1949 \$	% Change, 1949/1948 %

Total - Passenger and Commercial Vehicles

CANADA ...	4,521	8,467	+87.3	6,232,607	11,440,813	+83.6
Maritimes	376	716	+90.4	486,739	896,302	+84.1
Quebec	987	1,833	+85.7	1,485,174	2,744,823	+84.8
Ontario	1,984	3,433	+73.0	2,522,860	4,442,383	+76.1
Manitoba	236	396	+67.8	343,228	511,818	+49.1
Saskatchewan ...	206	472	+129.1	252,733	595,633	+135.7
Alberta	375	874	+133.1	559,750	1,228,019	+119.4
British Columbia	357	743	+108.1	582,123	1,021,835	+75.5

Passenger Cars

CANADA ...	2,932	5,972	+103.7	3,669,620	7,692,505	+109.6
Maritimes	246	530	+115.4	312,183	655,319	+109.9
Quebec	670	1,323	+97.5	951,223	1,917,052	+101.5
Ontario	1,367	2,657	+94.4	1,589,515	3,252,516	+104.6
Manitoba	143	205	+43.4	174,116	256,367	+47.2
Saskatchewan ...	122	269	+120.5	147,004	335,004	+127.9
Alberta	178	466	+161.8	219,792	581,313	+164.5
British Columbia	206	522	+153.4	275,787	694,934	+152.0

Commercial Vehicles

CANADA ...	1,589	2,495	+57.0	2,562,987	3,748,308	+46.2
Maritimes	130	186	+43.1	174,556	240,983	+38.1
Quebec	317	510	+60.9	533,951	827,771	+55.0
Ontario	617	776	+25.8	933,345	1,189,867	+27.5
Manitoba	93	191	+105.4	169,112	255,451	+51.1
Saskatchewan ...	84	203	+141.7	105,729	260,629	+146.5
Alberta	197	408	+107.1	339,958	646,706	+90.2
British Columbia	151	221	+46.4	306,336	326,901	+ 6.7

TABLE 4 - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

OCTOBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change., 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA	9,491	13,590	+43.2	6,756,011	8,943,577	+32.4
Maritimes	506	1,126	+122.5	355,364	686,737	+93.2
Quebec	1,152	1,732	+50.3	1,040,993	1,350,191	+29.7
Ontario	5,358	6,913	+29.0	3,314,393	4,134,834	+24.8
Manitoba	400	527	+31.8	266,570	350,035	+31.3
Saskatchewan ..	256	607	+137.1	214,393	441,151	+105.8
Alberta	833	1,308	+57.0	725,004	987,577	+36.2
British Columbia	986	1,377	+39.7	839,294	993,052	+18.3
Passenger Cars						
CANADA	7,697	11,196	+45.5	5,229,716	7,090,530	+35.6
Maritimes	324	834	+157.4	221,421	491,668	+122.1
Quebec	833	1,288	+54.6	707,193	950,465	+34.4
Ontario	4,641	6,135	+32.2	2,807,718	3,600,826	+28.2
Manitoba	307	392	+27.7	193,578	254,653	+31.6
Saskatchewan ..	170	436	+156.5	137,521	319,589	+132.4
Alberta	611	948	+55.2	500,430	683,138	+36.5
British Columbia	811	1,163	+43.4	661,855	790,191	+19.4
Commercial Vehicles						
CANADA	1,794	2,394	+33.4	1,526,295	1,853,047	+21.4
Maritimes	182	292	+60.4	133,943	195,069	+45.6
Quebec	319	444	+39.2	333,800	399,726	+19.8
Ontario	717	778	+ 8.5	506,675	534,008	+ 5.4
Manitoba	93	135	+45.2	72,992	95,382	+30.7
Saskatchewan ..	86	171	+98.8	76,872	121,562	+58.1
Alberta	222	360	+62.2	224,574	304,439	+35.6
British Columbia	175	214	+22.3	177,439	202,861	+14.3

TABLE 5 - FINANCING OF SALES OF NEW MOTOR VEHICLES BY MONTHS

Month	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
January to March..	11,284	13,146	+16.5	15,834,708	19,254,883	+21.6
April to June	14,452	23,895	+65.3	20,997,988	34,086,177	+62.3
July	4,353	7,600	+74.6	6,344,621	10,437,665	+64.5
August	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
September	4,209	7,155	+70.0	5,943,646	10,086,049	+69.7
October	4,521	8,467	+87.3	6,232,607	11,440,813	+83.6
Jan. - October ...	42,397	66,825	+57.6	60,649,378	94,661,752	+56.1
Passenger Cars						
January to March..	6,830	8,059	+18.0	8,486,480	11,031,034	+30.0
April to June	6,889	14,829	+115.3	8,559,973	19,557,822	+128.5
July	2,336	5,112	+118.8	3,054,481	6,768,388	+121.6
August	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
September	2,663	4,637	+74.1	3,375,177	6,228,087	+84.5
October	2,932	5,972	+103.7	3,669,620	7,692,505	+109.6
Jan. - October ...	23,707	42,683	+80.1	29,853,601	56,813,794	+90.3
Commercial Vehicles						
January to March..	4,454	5,087	+14.2	7,348,228	8,223,849	+11.9
April to June	7,563	9,066	+19.9	12,438,015	14,528,355	+16.8
July	2,017	2,488	+23.4	3,290,140	3,669,277	+11.5
August	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
September	1,546	2,518	+62.9	2,568,469	3,857,962	+50.2
October	1,589	2,495	+57.0	2,562,987	3,748,308	+46.2
Jan. - October ...	18,690	24,132	+29.1	30,795,777	37,847,958	+22.9

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29

SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

NOVEMBER, 1949

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Sales of New Motor Vehicles

After reaching a new high in October, sales of new motor vehicles dropped below last year's level in November. There were 18,823 new motor vehicles sold in November, 1949 at a value of \$38,873,226, a decrease of 16% in number and 12% in value from the 22,345 vehicles which sold for \$44,096,591 in November, 1948. Decreases in number of vehicles financed were recorded for all types of vehicles. New passenger car sales numbered 13,459 vehicles with a retail value of \$26,846,562, 14% in number and 11% in value below November a year ago when 15,628 new passenger cars were sold for \$30,136,853. A somewhat larger decrease was registered in sales of trucks which were 20% below November a year ago in number and 16% lower in value.

The decrease in November lowered the cumulative gain for the year to date to 27% in number and 33% in value above the corresponding period of 1948. Totals for the first eleven months of 1949 amounted to 254,055 vehicles sold for \$526,265,669 compared with 199,836 vehicles valued at \$396,186,362 in the corresponding period of 1948. Smaller gains of 13% in number and 18% in value were recorded for trucks.

The decline in sales of new motor vehicles in November compared with the same month a year ago was common to all regions of the country but in varying degrees. The largest drop was recorded in Saskatchewan where sales were 40% below November, 1948. The Maritime Provinces followed closely with a decline in number of vehicles sold of 38%. Sales in Alberta registered the smallest decline at 1%.

Financing of Motor Vehicle Sales

There were 20,025 new and used motor vehicles financed for \$18,581,510 in November, 1949, an increase of 47% in number and 46% in value over the 13,644 vehicles financed for \$12,685,532 in November a year ago.

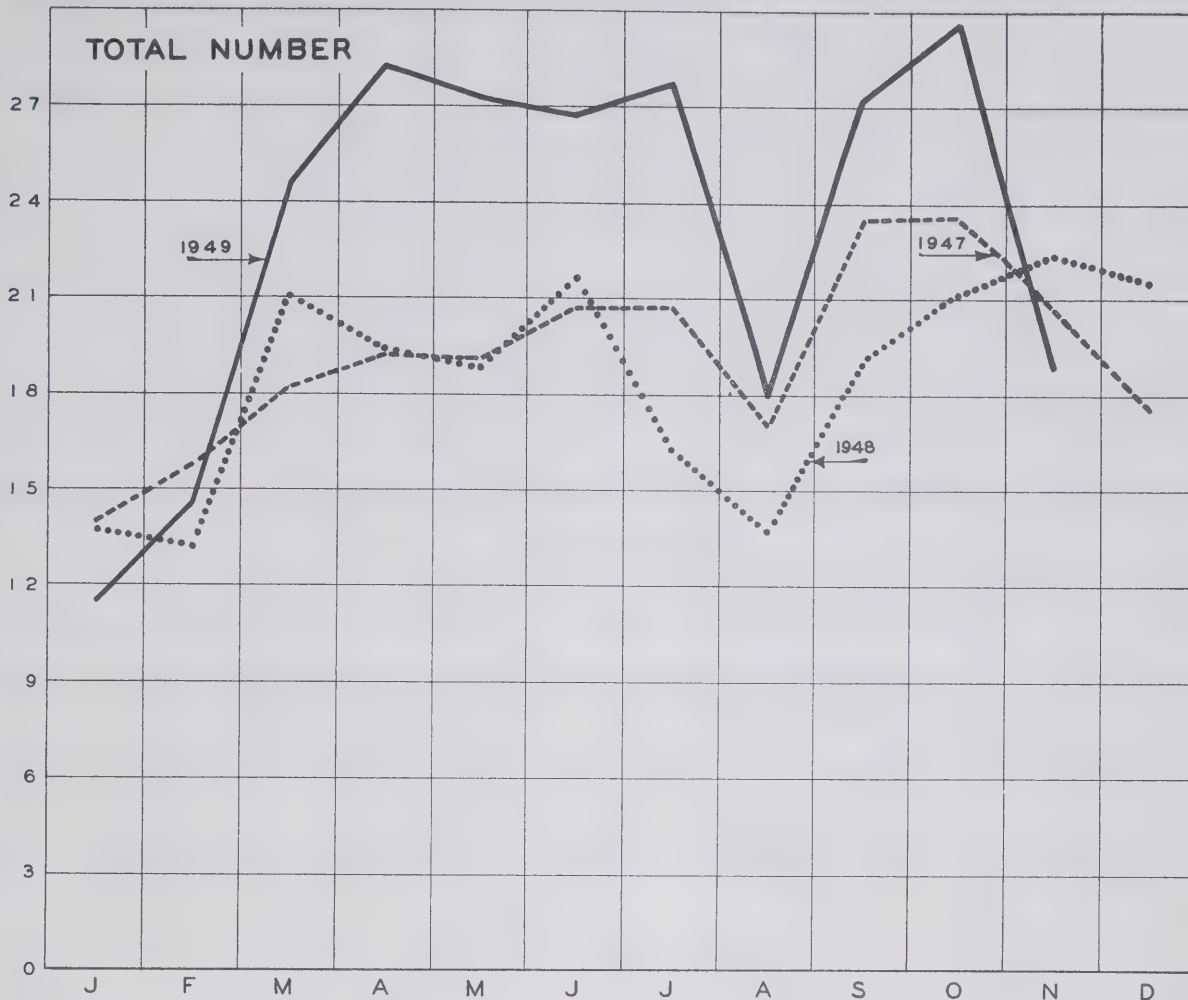
New Vehicles -- New passenger and commercial vehicles financed in November this year numbered 7,318 with a financed value of \$10,252,222 compared with 4,696 units in November, 1948. Passenger cars financed totalled 4,983, an increase of 64% over November a year ago. There were 41% more commercial vehicles financed bringing the number for November, 1949 to 2,335.

Cumulative figures for the months from January to November, 1949 show 74,143 new motor vehicles financed for \$104,913,974, up 57% in number and 56% in value from the 47,093 new vehicles financed for \$67,115,647 in the corresponding period of 1948.

Used Vehicles -- The November total of used passenger and commercial vehicles financed was 12,707 units and these had a financed value of \$8,329,288. This was an increase of 42% in number and 34% in financed value over the 8,948 used vehicles financed for \$6,219,263 in November a year ago. Of the 12,707 used vehicles financed in November this year, 10,318 were passenger cars and 2,389 were commercial vehicles. Increases over November, 1948 in number of vehicles financed amounted to 43% for passenger cars and 38% for commercial vehicles while the financed value was higher by 38% for passenger cars and 21% for commercial vehicles.

NEW MOTOR VEHICLE SALES

THOUSANDS OF VEHICLES



PER CENT CHANGE BY PROVINCES, 1949/1948

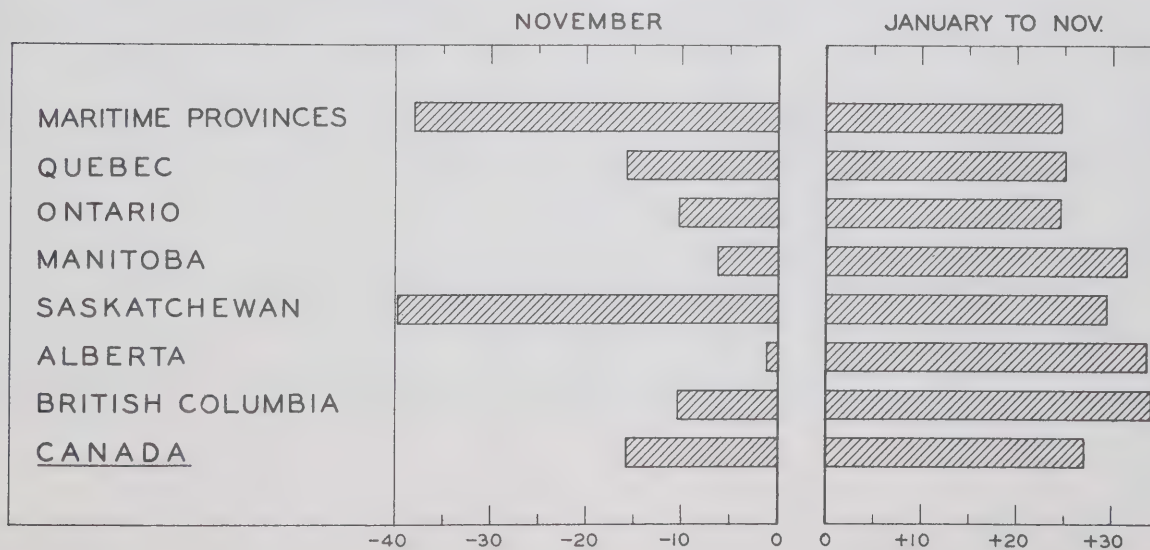


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

NOVEMBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger Cars, Trucks, and Buses						
CANADA	22,345	18,823	-15.8	44,096,591	38,873,226	-11.8
Maritimes	2,108	1,307	-38.0	4,787,097	2,624,117	-45.2
Quebec	3,586	3,018	-15.8	6,811,726	6,271,841	- 7.9
Ontario	9,081	8,155	-10.2	17,803,592	16,628,195	- 6.6
Manitoba	1,332	1,250	- 6.2	2,599,249	2,352,721	- 9.5
Saskatchewan	2,312	1,391	-39.8	4,448,694	3,027,465	-31.9
Alberta	1,977	1,956	- 1.1	3,882,135	4,580,085	+18.0
British Columbia.	1,949	1,746	-10.4	3,764,098	3,388,802	-10.0
Passenger Cars						
CANADA	15,628	13,459	-13.9	30,136,853	26,846,562	-10.9
Maritimes	1,449	951	-34.4	2,809,861	1,856,155	-33.9
Quebec	2,582	2,332	- 9.7	4,859,596	4,793,745	- 1.4
Ontario	6,506	6,001	- 7.8	12,559,341	12,121,394	- 3.5
Manitoba	990	823	-16.9	1,951,312	1,541,066	-21.0
Saskatchewan	1,464	774	-47.1	2,886,127	1,574,185	-45.5
Alberta	1,269	1,199	- 5.5	2,432,020	2,300,394	- 5.4
British Columbia.	1,368	1,379	+ 0.8	2,638,596	2,659,623	+ 0.8
Trucks						
CANADA	6,642	5,291	-20.3	12,590,828	10,593,488	-15.9
Maritimes	619	350	-43.5	1,139,431	638,526	-44.0
Quebec	1,002	685	-31.6	1,927,826	1,460,360	-24.2
Ontario	2,544	2,145	-15.7	4,767,553	4,382,080	- 8.1
Manitoba	342	427	+24.9	647,937	811,655	+25.3
Saskatchewan	848	604	-28.8	1,562,567	1,169,474	-25.2
Alberta	707	713	+ 0.8	1,428,872	1,402,214	- 1.9
British Columbia.	580	367	-36.7	1,116,642	729,179	-34.7
Buses						
CANADA	75	73	- 2.7	1,368,910	1,433,176	+ 4.7
Maritimes	40	6	-85.0	837,805	129,436	-84.6
Quebec	2	1	-50.0	24,304	17,736	-27.0
Ontario	31	9	-71.0	476,698	124,721	-73.8
Manitoba	-	-	-	-	-	-
Saskatchewan	-	13	-	-	283,806	-
Alberta	1	44	-	21,243	877,477	-
British Columbia.	1	-	-	8,860	-	-

TABLE 2.--NEW MOTOR VEHICLE SALES BY MONTHS

Months	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger Cars, Trucks and Buses						
January to March	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
April to June ..	59,663	82,155	+37.7	118,830,578	171,608,854	+44.4
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
August	13,676	17,964	+31.4	27,616,430	36,024,083	+30.4
September	19,007	27,182	+43.0	37,720,406	54,899,245	+45.5
October	21,110	29,577	+40.1	41,740,931	59,762,631	+43.2
November	22,345	18,823	-15.8	44,096,591	38,873,226	-11.8
Jan.-Nov.	199,836	254,055	+27.1	396,186,362	526,265,669	+32.8
Passenger Cars						
January to March	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
April to June ..	35,543	57,247	+61.1	69,702,383	118,046,769	+69.4
July	10,296	20,775	+101.8	21,135,333	42,581,776	+101.5
August	9,656	12,558	+30.1	19,129,644	25,286,910	+32.2
September	13,278	19,502	+46.9	26,000,908	39,795,600	+53.1
October	15,060	21,435	+42.3	28,972,963	43,275,459	+49.4
November	15,628	13,459	-13.9	30,136,853	26,846,562	-10.9
Jan.-Nov.	130,420	176,198	+35.1	253,210,560	362,249,258	+43.1
Trucks						
January to March	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
April to June ..	23,886	24,693	+ 3.4	45,133,478	49,273,191	+ 9.2
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
August	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
September	5,661	7,673	+35.5	10,614,393	15,046,441	+41.8
October	5,988	8,121	+35.6	11,684,823	16,102,645	+37.8
November	6,642	5,291	-20.3	12,590,828	10,593,488	-15.9
Jan.-Nov.	68,705	77,320	+12.5	130,909,350	154,033,078	+17.7
Buses						
January to March	147	174	+18.4	2,590,979	3,195,075	+23.3
April to June ..	234	215	- 8.1	3,994,717	4,288,894	+ 7.4
July	57	28	-50.9	1,032,387	477,861	-53.7
August	68	19	-72.1	891,209	146,596	-83.6
September	68	7	-89.7	1,105,105	57,204	-94.8
October	62	21	-66.1	1,083,145	384,527	-64.5
November	75	73	- 2.7	1,368,910	1,433,176	+ 4.7
Jan.-Nov.	711	537	-24.5	12,066,452	9,983,333	-17.3

TABLE 3.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

NOVEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger and Commercial Vehicles						
CANADA	4,696	7,318	+55.8	6,466,269	10,252,222	+58.5
Maritimes	461	627	+36.0	567,510	810,253	+42.8
Quebec	997	1,517	+52.2	1,504,910	2,320,306	+54.2
Ontario	1,899	2,826	+48.8	2,480,036	3,770,645	+52.0
Manitoba	249	364	+46.2	330,639	504,354	+52.5
Saskatchewan ...	232	440	+89.7	276,849	571,152	+106.3
Alberta	476	882	+85.3	645,291	1,287,758	+99.6
British Columbia	382	662	+73.3	661,034	987,754	+49.4
Passenger Cars						
CANADA	3,034	4,983	+64.2	3,799,665	6,649,219	+75.0
Maritimes	335	436	+30.1	404,119	544,398	+34.7
Quebec	639	1,056	+65.3	898,813	1,588,563	+76.7
Ontario	1,245	2,080	+67.1	1,508,644	2,630,655	+74.4
Manitoba	155	193	+24.5	193,292	261,121	+35.1
Saskatchewan ...	142	256	+80.3	160,946	318,001	+97.6
Alberta	289	495	+71.3	329,952	633,150	+91.9
British Columbia	229	467	+103.9	303,899	673,331	+121.6
Commercial Vehicles						
CANADA	1,662	2,335	+40.5	2,666,604	3,603,003	+35.1
Maritimes	126	191	+51.6	163,391	265,855	+62.7
Quebec	358	461	+28.8	606,097	731,743	+20.7
Ontario	654	746	+14.1	971,392	1,139,990	+17.4
Manitoba	94	171	+81.9	137,347	243,233	+77.1
Saskatchewan ...	90	184	+104.4	115,903	253,151	+118.4
Alberta	187	387	+107.0	315,339	654,608	+107.6
British Columbia	153	195	+27.5	357,135	314,423	-12.0

TABLE 4.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

NOVEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948

Total - Passenger and Commercial Vehicles

CANADA	8,948	12,707	+42.0	6,219,263	8,329,288	+33.9
Maritimes	518	1,037	+100.2	339,028	626,455	+84.8
Quebec	1,092	1,628	+49.1	953,100	1,236,513	+29.7
Ontario	4,938	6,285	+27.3	2,974,383	3,754,485	+26.2
Manitoba	335	543	+62.1	239,524	351,012	+46.5
Saskatchewan ...	225	580	+157.8	179,517	409,764	+128.3
Alberta	906	1,293	+42.7	734,248	939,530	+28.0
British Columbia	934	1,341	+43.6	799,463	1,011,529	+26.5

Passenger Cars

CANADA	7,214	10,318	+43.0	4,710,493	6,510,801	+38.1
Maritimes	349	764	+118.9	221,103	455,541	+106.0
Quebec	753	1,220	+62.0	604,933	867,549	+43.4
Ontario	4,278	5,434	+27.0	2,483,293	3,140,875	+26.5
Manitoba	259	405	+56.4	182,746	254,900	+39.5
Saskatchewan ...	153	417	+172.5	115,972	294,631	+154.1
Alberta	655	939	+43.4	500,244	661,743	+32.3
British Columbia	767	1,139	+48.5	602,202	835,562	+38.8

Commercial Vehicles

CANADA	1,734	2,389	+37.8	1,508,770	1,818,487	+20.5
Maritimes	169	273	+61.5	117,925	170,914	+44.9
Quebec	339	408	+20.4	348,167	368,964	+ 6.0
Ontario	660	851	+28.9	491,090	613,610	+24.9
Manitoba	76	138	+81.6	56,778	96,112	+69.3
Saskatchewan....	72	163	+126.4	63,545	115,133	+81.2
Alberta	251	354	+41.0	234,004	277,787	+18.7
British Columbia	167	202	+21.0	197,261	175,967	-10.8

TABLE 5.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

Month	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948 \$	1949 \$	% Change, 1949/1948
Total - Passenger and Commercial Vehicles						
January to March .	11,284	13,146	+16.5	15,834,708	19,254,883	+21.6
April to June	14,452	23,895	+65.3	20,997,988	34,086,177	+62.3
July	4,353	7,600	+74.6	6,344,621	10,437,665	+64.5
August	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
September	4,209	7,155	+70.0	5,943,646	10,086,049	+69.7
October	4,521	8,467	+87.3	6,232,607	11,440,813	+83.6
November	4,696	7,318	+55.8	6,466,269	10,252,222	+58.5
Jan.-Nov.	47,093	74,143	+57.4	67,115,647	104,913,974	+56.3
Passenger Cars						
January to March .	6,830	8,059	+18.0	8,486,480	11,031,034	+30.0
April to June	6,889	14,829	+115.3	8,559,973	19,557,822	+128.5
July	2,336	5,112	+118.8	3,054,481	6,768,388	+121.6
August	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
September	2,663	4,637	+74.1	3,375,177	6,228,087	+84.5
October	2,932	5,972	+103.7	3,669,620	7,692,505	+109.6
November	3,034	4,983	+64.2	3,799,665	6,649,219	+75.0
Jan.-Nov.	26,741	47,676	+78.3	33,653,266	63,463,013	+88.6
Commercial Vehicles						
January to March .	4,454	5,087	+14.2	7,348,228	8,223,849	+11.9
April to June	7,563	9,066	+19.9	12,438,015	14,528,355	+16.8
July	2,017	2,488	+23.4	3,290,140	3,669,277	+11.5
August	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
September	1,546	2,518	+62.9	2,568,469	3,857,962	+50.2
October	1,589	2,495	+57.0	2,562,987	3,748,308	+46.2
November	1,662	2,335	+40.5	2,666,604	3,603,003	+35.1
Jan.-Nov.	20,352	26,467	+30.0	33,462,381	41,450,961	+23.9



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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

1

DECEMBER, 1949

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Summary for the year 1949

Sales of new motor vehicles in December, 1949 numbered 21,482 vehicles with a retail value of \$43,641,589, resulting in a preliminary total for the twelve months of 1949 of 275,537 vehicles valued at \$569,907,258. The 1949 totals were 25% in number and 30% in value higher than the 1948 sales which numbered 221,300 vehicles with a retail value of \$439,216,988. Sales throughout most of 1949 were maintained well above the level of 1948, particularly in the passenger car field where an increase of 32% in number of vehicles and 39% in value over 1948 brought the total sales for the year 1949 to 192,121 vehicles with a retail value of \$394,099,497. Truck sales in the twelve-month period registered smaller gains over 1948 at 11% in number and 16% in value, while sales of buses declined 28% in number and 21% in value from the 1948 levels.

The proportion of the total number of new motor vehicle sales which were financed by sales finance companies was somewhat higher in 1949 than in 1948. In the earlier year, 23% of all new vehicles sold were financed while in 1949, the number of motor vehicle sales financed amounted to 29% of the total number sold, or 80,972 vehicles. This was 56% in advance of the number financed in 1948. New passenger car sales financing was responsible for the larger part of the increase with vehicles financed numbering 52,764, a gain of 76% over the 1948 figure of 29,923. An increase of 45% in both number and amount of financing over 1948 was recorded for used motor vehicles.

Sales of New Motor Vehicles in December, 1949

December, 1949 sales of new motor vehicles were practically unchanged from December, 1948. The increase of 5% in number of passenger cars sold was offset by decreases of 10% in number of trucks and 61% in number of buses. Of the 21,482 new motor vehicles sold, 15,923 were passenger cars, 5,529 were trucks, and 30 were buses.

Trends in sales of new motor vehicles from December, 1948 to December, 1949 for the different provinces varied considerably. The provinces from Ontario eastward registered declines of from 10% to 27% while substantial gains of from 25% to 66% were reported for the western provinces.

Financing of Motor Vehicle Sales in December, 1949

New and used vehicles financed in December, 1949 numbered 17,069 with a financed value of \$16,776,885, an increase of 42% in number and 41% in volume over December, 1948 when 12,002 vehicles were financed for \$11,931,563.

New Vehicles--There were 6,829 new passenger and commercial vehicles financed for \$9,801,561, in December, 1949, a gain of 43% in number and 47% in amount over December a year ago when 4,774 new vehicles were financed for \$6,690,025. Financing of passenger cars was largely responsible for this increase. The number of passenger cars financed went up 60%, from 3,182 cars to 5,088, while an increase of 73% was recorded in volume of financing. Commercial vehicles financed in December, 1949 numbered 1,741 with a financed value of \$2,854,003, an increase of 9% in number and 7% in amount over the December, 1948 figures of 1,592 commercial vehicles financed for \$2,663,282.

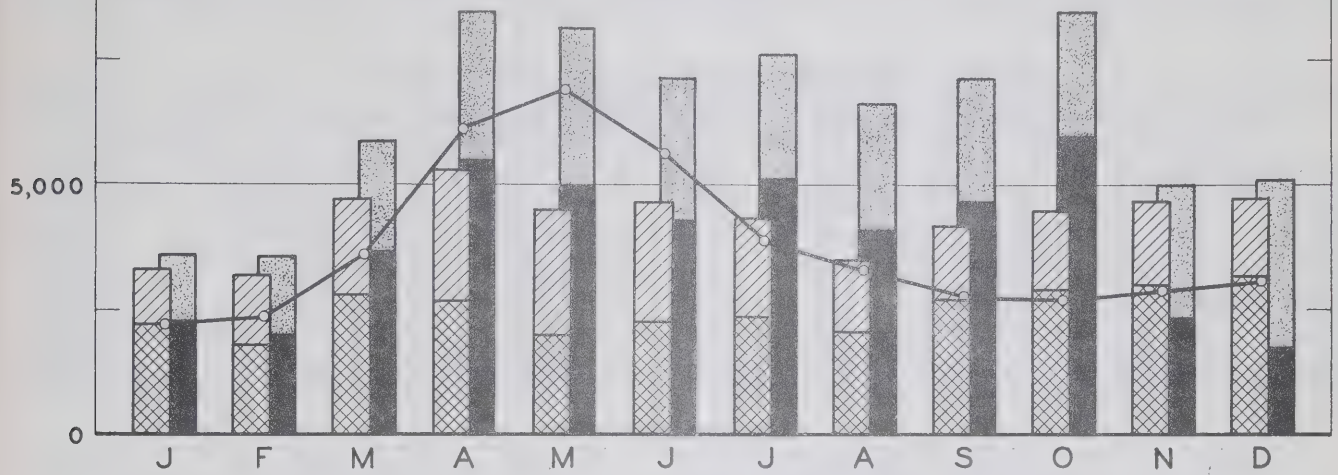
Used Vehicles--Used vehicles financed in December, 1949 numbered 10,240 and were financed to the extent of \$6,975,324, up 42% in number and 33% in financed value from the 7,228 used vehicles with a volume of \$5,241,538 reported for 1948. Both passenger cars and commercial vehicles contributed to this result, the former registering increases of 44% in number of vehicles and 41% in amount of financing and the latter, 32% in number and 12% in volume.

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FINANCING OF MOTOR VEHICLES IN CANADA

NUMBER OF
VEHICLES
10,000

NEW VEHICLES



USED VEHICLES

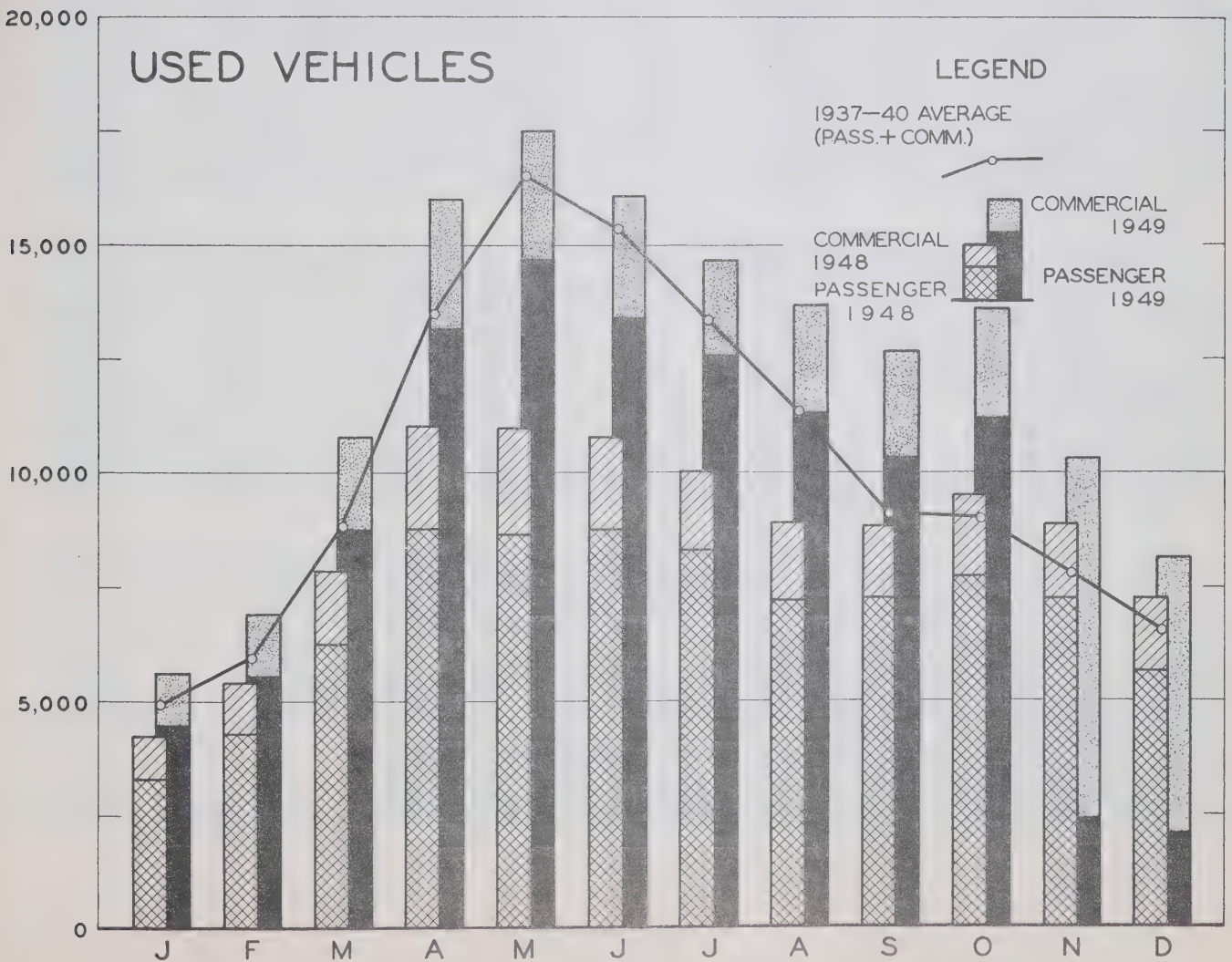


TABLE 1. - NEW MOTOR VEHICLE SALES, BY PROVINCES

DECEMBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA	21,464	21,482	+ 0.1	43,030,626	43,641,589	+ 1.4
Maritimes	1,928	1,414	-27.0	3,724,418	2,689,370	-27.8
Quebec	4,261	3,484	-18.2	8,215,488	7,174,147	-12.7
Ontario	9,345	8,389	-10.2	18,908,754	17,474,605	- 7.6
Manitoba	1,085	1,545	+42.4	2,140,290	3,254,660	+52.1
Saskatchewan ...	1,307	2,168	+65.9	2,552,614	4,283,606	+67.8
Alberta	1,818	2,328	+28.1	3,852,323	4,634,767	+20.3
British Columbia	1,720	2,154	+25.2	3,636,739	4,130,434	+13.6

Passenger Cars

CANADA ...	15,235	15,923	+ 4.5	29,693,398	31,850,239	+ 7.3
Maritimes	1,272	1,007	-20.8	2,424,101	1,928,620	-20.4
Quebec	2,770	2,555	- 7.8	5,315,630	5,209,056	- 2.0
Ontario	7,485	6,632	-11.4	14,600,254	13,382,318	- 8.3
Manitoba	724	1,116	+54.1	1,420,690	2,216,217	+56.0
Saskatchewan ..	725	1,475	+103.4	1,430,490	2,977,551	+108.1
Alberta	1,099	1,444	+31.4	2,200,724	2,879,946	+30.9
British Columbia	1,160	1,694	+46.0	2,301,509	3,258,531	+41.6

Trucks

CANADA ...	6,153	5,529	-10.1	11,927,687	11,188,435	- 6.2
Maritimes	649	407	-37.3	1,178,307	760,750	-35.4
Quebec	1,491	927	-37.8	2,899,858	1,931,620	-33.4
Ontario	1,823	1,740	- 4.6	3,638,837	3,782,582	+ 4.0
Manitoba	359	419	+16.7	675,863	796,958	+17.9
Saskatchewan ..	579	693	+19.7	1,056,772	1,306,055	+23.6
Alberta	709	884	+24.7	1,432,487	1,754,821	+22.5
British Columbia	543	459	-15.5	1,045,563	855,649	-18.2

Buses

CANADA ...	76	30	-60.5	1,409,541	602,915	-57.2
Maritimes	7	-	-	122,010	-	-
Quebec	-	2	-	-	35,471	-
Ontario	37	17	-54.1	669,663	309,705	-53.8
Manitoba	2	10	+400.0	43,737	241,485	+452.1
Saskatchewan ...	3	-	-	65,352	-	-
Alberta	10	-	-	219,112	-	-
British Columbia	17	1	-94.1	289,667	16,254	-94.4

TABLE 2. - NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-DECEMBER, 1949

Province	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

CANADA ...	221,300	275,537	+24.5	439,216,988	569,907,258	+29.8
Maritimes	18,212	21,738	+19.4	35,630,813	43,086,638	+20.9
Quebec	40,776	49,162	+20.6	82,720,546	104,632,135	+26.5
Ontario	94,472	114,523	+21.2	185,900,615	236,545,492	+27.2
Manitoba	12,941	17,143	+32.5	25,327,672	34,291,491	+35.4
Saskatchewan ...	16,836	22,265	+32.2	31,741,815	45,190,310	+42.4
Alberta	18,848	25,088	+33.1	38,236,152	52,864,331	+38.3
British Columbia	19,215	25,618	+33.3	39,659,375	53,296,861	+34.4

Passenger Cars

CANADA ...	145,655	192,121	+31.9	282,903,958	394,099,497	+39.3
Maritimes	11,142	14,647	+31.4	21,325,039	29,380,898	+37.8
Quebec	26,266	35,071	+33.5	51,330,469	73,365,526	+42.9
Ontario	67,000	85,141	+27.1	130,599,169	175,608,366	+34.5
Manitoba	8,190	10,937	+33.5	15,902,023	22,176,932	+39.5
Saskatchewan ..	9,562	12,976	+35.7	18,349,231	26,578,136	+44.8
Alberta	10,959	14,474	+32.1	21,174,537	29,709,553	+40.3
British Columbia	12,536	18,881	+50.6	24,223,490	37,280,086	+53.9

Trucks

CANADA ...	74,858	82,849	+10.7	142,837,037	165,221,513	+15.7
Maritimes	6,983	7,089	+ 1.5	12,719,892	13,558,553	+ 6.6
Quebec	14,335	13,979	- 2.5	28,459,571	29,181,295	+ 2.5
Ontario	27,192	29,230	+ 7.5	50,897,190	58,670,875	+15.3
Manitoba	4,713	6,195	+31.4	8,697,193	11,860,774	+36.4
Saskatchewan ..	7,263	9,244	+27.3	13,152,956	17,728,483	+34.8
Alberta	7,800	10,497	+34.6	15,376,440	20,917,946	+36.0
British Columbia	6,572	6,615	+ 0.7	13,533,795	13,303,587	- 1.7

Buses

CANADA ...	787	567	-28.0	13,475,993	10,586,248	-21.4
Maritimes	87	8	-90.8	1,585,882	147,187	-90.7
Quebec	175	112	-36.0	2,930,506	2,086,314	-28.8
Ontario	280	152	-45.7	4,404,256	2,266,251	-48.5
Manitoba	38	11	-71.1	728,456	253,785	-65.2
Saskatchewan ...	11	45	+309.1	239,628	883,691	+268.8
Alberta	89	117	+31.5	1,685,175	2,236,832	+32.7
British Columbia	107	122	+14.0	1,902,090	2,713,188	+42.6

TABLE 3. - NEW MOTOR VEHICLES SALES BY MONTHS

Months	Number			Retail Value		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

Jan. - March ..	47,871	50,625	+ 5.8	93,180,503	108,524,877	+16.5
Apr. - June	59,863	82,155	+37.7	118,830,578	171,608,854	+44.4
July	16,164	27,729	+71.5	33,000,923	56,572,753	+71.4
August	13,676	17,984	+31.4	27,616,430	36,024,083	+30.4
September	19,007	27,183	+43.0	37,720,406	54,899,245	+45.5
October	21,110	29,577	+40.1	41,740,931	59,762,631	+43.2
November	22,345	18,823	-15.8	44,096,591	38,873,226	-11.8
December	21,464	21,482	+ 0.1	43,030,626	43,641,589	+ 1.4
Jan. - Dec.	221,300	275,537	+24.5	439,216,988	569,907,258	+29.8

Passenger Cars

Jan. - March ..	30,959	31,222	+ 0.8	58,132,476	66,416,182	+14.2
Apr. - June	35,543	57,247	+61.1	69,702,383	118,046,769	+69.4
July	10,296	20,772	+101.8	21,135,333	42,581,776	+101.5
August	9,656	12,558	+30.1	19,129,644	25,286,910	+32.2
September	13,278	19,502	+46.9	26,000,908	39,795,600	+53.1
October	15,060	21,435	+42.3	28,972,963	43,275,459	+49.4
November	15,628	13,459	-13.9	30,136,853	26,846,562	-10.9
December	15,235	15,923	+ 4.5	29,693,398	31,850,239	+ 7.3
Jan. - Dec.	145,655	192,121	+31.9	282,903,958	394,099,497	+39.3

Trucks

Jan. - March ..	16,765	19,229	+14.7	32,457,048	38,913,620	+19.9
Apr. - June	23,886	24,893	+ 3.4	45,133,478	49,273,191	+ 9.2
July	5,811	6,926	+19.2	10,833,203	13,513,116	+24.7
August	3,952	5,387	+36.3	7,595,577	10,590,577	+39.4
September	5,661	7,673	+35.5	10,614,393	15,046,441	+41.8
October	5,988	8,121	+33.6	11,684,823	16,102,645	+37.8
November	6,642	5,291	-20.3	12,590,828	10,593,488	-15.9
December	6,153	5,529	-10.1	11,927,687	11,188,435	- 6.2
Jan. - Dec.	74,858	82,849	+10.7	142,837,037	165,221,513	+15.7

Buses

Jan. - March ..	147	174	+18.4	2,590,979	3,195,075	+23.3
Apr. - June	234	215	- 8.1	3,994,717	4,288,894	+ 7.4
July	57	28	-50.9	1,032,387	477,861	-53.7
August	68	19	-72.1	891,209	146,596	-83.6
September	68	7	-89.7	1,105,105	57,204	-94.8
October	62	21	-66.1	1,083,145	384,527	-64.5
November	75	73	- 2.7	1,368,910	1,433,176	+ 4.7
December	76	30	-60.5	1,409,541	602,915	-57.2
Jan. - Dec.	787	567	-28.0	13,475,993	10,586,248	-21.4

TABLE 4. - FINANCING OF SALES OF NEW MOTOR VEHICLES BY MONTHS

Month	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
Jan. - March ..	11,284	13,146	+16.5	15,834,708	19,254,883	+21.6
April - June ..	14,452	23,895	+65.3	20,997,988	34,086,177	+62.3
July	4,353	7,600	+74.6	6,344,621	10,437,665	+64.5
August	3,578	6,562	+83.4	5,295,808	9,356,165	+76.7
September	4,209	7,155	+70.0	5,943,646	10,086,049	+69.7
October	4,521	8,467	+87.3	6,232,607	11,440,813	+83.6
November	4,696	7,318	+55.8	6,466,269	10,252,222	+58.5
December	4,774	6,829	+43.0	6,690,025	9,801,561	+46.5
Jan. - Dec.	51,867	80,972	+56.1	73,805,672	114,715,535	+55.4
Passenger Cars						
Jan. - March ...	6,830	8,059	+18.0	8,486,480	11,031,034	+30.0
April - June ..	6,889	14,829	+115.3	8,559,973	19,557,822	+128.5
July	2,336	5,112	+118.8	3,054,481	6,768,388	+121.6
August	2,057	4,084	+98.5	2,707,870	5,535,958	+104.4
September	2,663	4,637	+74.1	3,375,177	6,228,087	+84.5
October	2,932	5,972	+103.7	3,669,620	7,692,505	+109.6
November	3,034	4,983	+64.2	3,799,665	6,649,219	+75.0
December	3,182	5,088	+59.9	4,026,743	6,947,558	+72.5
Jan. - Dec.	29,923	52,764	+76.3	37,680,009	70,410,571	+86.9
Commercial Vehicles						
Jan. - March ..	4,454	5,087	+14.2	7,348,228	8,223,849	+11.9
April - June ..	7,563	9,066	+19.9	12,438,015	14,528,355	+16.8
July	2,017	2,488	+23.4	3,290,140	3,669,277	+11.5
August	1,521	2,478	+62.9	2,587,938	3,820,207	+47.6
September	1,546	2,518	+62.9	2,568,469	3,857,962	+50.2
October	1,589	2,495	+57.0	2,562,987	3,748,308	+46.2
November	1,662	2,335	+40.5	2,666,604	3,603,003	+35.1
December	1,592	1,741	+9.4	2,663,282	2,854,003	+7.2
Jan. - Dec.	21,944	28,208	+28.5	36,125,663	44,304,964	+22.6

TABLE 5. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

DECEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA ...	4,774	6,829	+43.0	6,690,025	9,801,561	+46.5
Maritimes	481	555	+15.4	615,942	758,238	+23.1
Quebec	926	1,486	+60.5	1,456,132	2,356,963	+61.9
Ontario	2,048	2,868	+40.0	2,678,572	3,981,945	+48.7
Manitoba	215	339	+57.7	306,837	442,456	+44.2
Saskatchewan ...	222	318	+43.2	297,786	424,180	+42.4
Alberta	456	695	+52.4	685,077	994,130	+45.1
British Columbia.	426	568	+33.3	649,679	843,649	+29.9
Passenger Cars						
CANADA ...	3,182	5,088	+59.9	4,026,743	6,947,558	+72.5
Maritimes	320	419	+30.9	396,753	548,770	+38.3
Quebec	580	1,126	+94.1	819,399	1,702,220	+107.7
Ontario	1,459	2,274	+55.9	1,744,400	3,005,880	+72.3
Manitoba	143	227	+58.7	180,846	295,127	+63.2
Saskatchewan ...	146	201	+37.7	186,641	264,472	+41.7
Alberta	254	399	+57.1	323,665	507,457	+56.8
British Columbia	280	442	+57.9	375,039	623,632	+66.3
Commercial Vehicles						
CANADA ...	1,592	1,741	+ 9.4	2,663,282	2,854,003	+ 7.2
Maritimes	161	136	-15.5	219,189	209,468	- 4.4
Quebec	346	360	+ 4.0	636,733	654,743	+ 2.8
Ontario	589	594	+ 0.8	934,172	976,065	+ 4.5
Manitoba	72	112	+55.6	125,991	147,329	+16.9
Saskatchewan ..	76	117	+53.9	111,145	159,708	+43.7
Alberta	202	296	+46.5	361,412	486,673	+34.7
British Columbia	146	126	-13.7	274,640	220,017	-19.9

TABLE 6. - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

DECEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA	7,228	10,240	+41.7	5,241,538	6,975,324	+33.1
Maritimes	561	966	+72.2	381,064	582,445	+52.8
Quebec	901	1,230	+36.5	875,817	1,096,521	+25.2
Ontario	4,002	5,036	+25.8	2,500,103	3,119,231	+24.8
Manitoba	203	391	+92.6	143,790	250,370	+74.1
Saskatchewan ...	153	427	+179.1	119,150	294,778	+147.4
Alberta	690	1,083	+57.0	590,368	771,764	+30.7
British Columbia.	718	1,107	+54.2	631,246	860,215	+36.3
Passenger Cars						
CANADA	5,652	8,155	+44.3	3,781,313	5,444,367	+41.3
Maritimes	387	711	+83.7	250,277	419,187	+67.5
Quebec	587	847	+44.3	505,135	714,479	+41.4
Ontario	3,418	4,297	+25.7	2,009,714	2,565,057	+27.6
Manitoba	141	273	+93.6	91,756	177,062	+93.0
Saskatchewan	89	294	+230.3	70,436	196,592	+179.1
Alberta	474	780	+64.6	388,476	533,890	+37.4
British Columbia .	556	953	+71.4	465,519	738,100	+58.6
Commercial Vehicles						
CANADA	1,576	2,085	+32.3	1,460,225	1,630,957	+11.7
Maritimes	174	255	+46.6	130,787	163,258	+24.8
Quebec	314	383	+22.0	370,682	382,042	+3.1
Ontario	584	739	+26.5	490,389	554,174	+13.0
Manitoba	62	118	+90.3	52,034	73,308	+40.9
Saskatchewan	64	133	+107.8	48,714	98,186	+101.6
Alberta	216	303	+40.3	201,892	237,874	+17.8
British Columbia .	162	154	- 4.9	165,727	122,115	-26.3

TABLE 7. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES,

JANUARY-DECEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total. - Passenger and Commercial Vehicles						
CANADA ...	51,867	80,972	+56.1	73,805,672	114,715,555	+55.4
Maritimes	4,993	7,617	+52.6	6,475,741	10,087,193	+55.8
Quebec	12,955	18,615	+43.7	20,290,957	28,928,908	+42.6
Ontario	20,322	31,586	+55.4	26,852,060	42,473,737	+58.2
Manitoba	2,506	3,864	+54.2	3,530,594	5,254,257	+48.8
Saskatchewan ...	2,528	4,286	+69.5	3,141,268	5,673,684	+80.6
Alberta	4,290	7,703	+79.6	6,121,817	11,277,781	+84.2
British Columbia.	4,273	7,301	+70.9	7,393,235	11,019,975	+49.1
Passenger Cars						
CANADA ...	29,923	52,764	+76.3	37,680,009	70,410,571	+86.9
Maritimes	2,510	4,693	+87.0	3,017,356	5,990,230	+98.5
Quebec	7,164	12,378	+72.8	10,015,508	18,455,808	+84.3
Ontario	12,927	22,329	+72.7	15,490,817	28,375,691	+83.2
Manitoba	1,524	2,199	+44.3	1,909,082	2,887,599	+51.3
Saskatchewan ...	1,322	2,325	+75.9	1,574,819	2,949,234	+87.3
Alberta	2,139	3,978	+86.0	2,577,870	5,054,039	+96.1
British Columbia.	2,337	4,862	+108.0	3,094,557	6,697,970	+116.4
Commercial Vehicles						
CANADA ...	21,944	28,208	+28.5	36,125,663	44,304,964	+22.6
Maritimes	2,483	2,924	+17.8	3,458,385	4,096,963	+18.5
Quebec	5,791	6,237	+ 7.7	10,275,449	10,473,100	+ 1.9
Ontario	7,395	9,257	+25.2	11,361,243	14,098,046	+24.1
Manitoba	982	1,665	+69.6	1,621,512	2,366,658	+46.0
Saskatchewan ...	1,206	1,961	+62.6	1,566,449	2,724,450	+73.9
Alberta	2,151	3,725	+73.2	3,543,947	6,223,742	+75.6
British Columbia	1,936	2,439	+26.0	4,298,678	4,322,005	+ 0.5

TABLE 8. - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

JANUARY-DECEMBER, 1948 AND 1949

Region	Number of Vehicles			Amount of Financing		
	1948	1949	% Change, 1949/1948	1948	1949	% Change, 1949/1948
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA	103,767	150,713	+45.2	71,149,341	102,914,702	+44.6
Maritimes	6,344	12,030	+89.6	4,292,533	7,586,126	+76.7
Quebec	13,778	20,068	+45.7	12,292,305	16,710,255	+35.9
Ontario	58,174	80,218	+37.9	34,654,963	49,597,498	+43.1
Manitoba	3,832	5,535	+44.4	2,644,900	3,756,897	+42.0
Saskatchewan ..	2,402	4,856	+102.2	1,841,859	3,499,265	+90.0
Alberta	8,193	13,351	+63.0	6,426,938	10,216,918	+59.0
British Columbia	11,044	14,655	+32.7	8,995,843	11,547,743	+28.4
Passenger Cars						
CANADA	83,323	123,921	+48.7	53,254,994	81,299,287	+52.7
Maritimes	3,992	8,458	+111.9	2,541,310	5,138,785	+102.2
Quebec	9,621	15,036	+56.3	7,762,994	11,837,163	+52.5
Ontario	50,591	70,616	+39.6	29,167,445	42,858,974	+46.9
Manitoba	2,841	4,213	+48.3	1,868,587	2,742,154	+46.8
Saskatchewan	1,494	3,441	+130.3	1,057,754	2,433,853	+130.1
Alberta	5,831	9,906	+69.9	4,276,964	7,132,937	+66.8
British Columbia.	8,953	12,251	+36.8	6,579,940	9,155,421	+39.1
Commercial Vehicles						
CANADA	20,444	26,792	+31.1	17,894,347	21,615,415	+20.8
Maritimes	2,352	3,572	+51.9	1,751,223	2,447,341	+39.8
Quebec	4,157	5,032	+21.0	4,529,311	4,873,092	+ 7.6
Ontario	7,583	9,602	+26.6	5,487,518	6,738,524	+22.8
Manitoba	991	1,322	+33.4	776,313	1,014,743	+30.7
Saskatchewan ...	908	1,415	+55.8	784,105	1,065,412	+35.9
Alberta	2,362	3,445	+45.9	2,149,974	3,083,981	+43.4
British Columbia.	2,091	2,404	+15.0	2,415,903	2,392,322	- 1.0



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*Statistics
Canada*

SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

JANUARY 1950



Sales of New Motor Vehicles

Sales of new motor vehicles in January 1950 soared to an unusually high level for that month as most manufacturers introduced new models in large volume. New vehicle sales numbered 26,593 units with a retail value of \$53,714,978, an increase of 131% in number and 118% in value over January 1949 when there was a curtailment of distribution of passenger cars by most manufacturers resulting in sales of only 11,492 new vehicles with a retail value of \$24,677,689.

Passenger car sales, with a gain of 235% in number, were entirely responsible for the major gain over January 1949. The increase in number of trucks sold amounted to 10% while a decrease was registered in number of buses sold. Passenger car sales numbered 20,809 units compared with 6,216 units in January 1949, while truck sales numbered 5,749 units compared with 5,221 in the same month a year ago.

Large increases in total number of vehicles sold occurred in all parts of the country. The greatest gain was recorded in British Columbia where the number of new motor vehicles sold was 202% in excess of the January 1949 total. Sales in Quebec registered an increase of 153% while the Ontario gain amounted to 128%. The Maritime Provinces, Saskatchewan, Alberta, and Manitoba followed with increases of 130%, 111%, 101%, and 88% respectively.

Financing of Motor Vehicle Sales

New and used vehicles financed in January 1950 numbered 14,785 with a financed value of \$14,326,070, an increase of 59% in number of vehicles and 54% in amount of financing over January 1949 when 9,292 new

* The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-3010 (Sales) and 16-4070 (Financing).

and used vehicles were financed to the extent of \$9,278,742.

New Vehicles--There were 6,140 new motor vehicles financed for \$8,449,534 in January 1950, 69% in number and 61% in amount above the January 1949 totals of 3,635 new vehicles financed for an amount of \$5,254,917. Financing of passenger cars was mainly responsible for the large increase in the total of new vehicles financed. There were 4,563 passenger cars financed in January this year, 98% more than in the same month of 1949, while the number of commercial vehicles financed increased only 19% over January a year ago.

The largest increase in number of new vehicles financed by provinces was reported for Manitoba with a gain of 147%, while the Maritime Provinces recorded the lowest increase, 27%. Gains for the other provinces ranged from 49% to 77%.

Used Vehicles--Financing of used vehicles in January 1950 was higher by 53% in number and 46% in value than in January 1949. There were 8,645 used vehicles financed for \$5,876,536 in January this year compared with 5,657 vehicles with a financed value of \$4,023,825 in January a year ago. Of these, passenger cars numbered 7,103 and had a financed value of \$4,639,672, up 59% in number and 56% in value from the 4,476 used passenger cars financed for \$2,971,306 in January 1949. Financing of used commercial vehicles registered an increase of 31% in number and 18% in amount of financing.

Manitoba and Saskatchewan marked up the widest gains over January 1949 in number of used vehicles financed with increases of 163% and 133% respectively. Quebec came next with an increase of 98% followed by the Maritime Provinces where the number of used vehicles financed was up 66%. Other gains were as follows: Ontario, 45%; British Columbia, 36%; and Alberta, 12%.

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TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY 1960

Province	Number			Retail Value		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total = Passenger Cars, Trucks, and Buses						
CANADA (1)	11,492	26,593	+131.4	24,677,689	53,714,978	+117.7
Maritimes	882	2,030	+130.2	1,750,369	3,924,246	+124.2
Quebec	1,958	4,962	+153.4	4,438,614	10,217,809	+130.2
Ontario	5,614	12,772	+127.5	11,689,779	25,706,164	+119.9
Manitoba	652	1,224	+ 87.7	1,318,529	2,488,776	+ 88.8
Saskatchewan ...	734	1,547	+110.8	1,700,648	3,028,812	+ 78.1
Alberta	922	1,853	+101.0	1,903,237	3,711,003	+ 95.0
British Columbia	730	2,205	+202.1	1,876,513	4,638,168	+147.2
Passenger Cars						
CANADA (1)	6,216	20,809	+234.8	13,158,649	41,752,682	+217.3
Maritimes	320	1,481	+362.8	673,955	2,922,195	+333.6
Quebec	941	3,901	+314.6	2,057,584	8,082,243	+292.8
Ontario	3,568	10,679	+199.3	7,512,486	21,462,049	+185.7
Manitoba	320	882	+175.6	682,314	1,828,851	+168.0
Saskatchewan ...	260	924	+255.4	552,793	1,855,544	+235.7
Alberta	365	1,152	+215.6	775,391	2,339,958	+201.8
British Columbia	442	1,790	+305.0	904,176	3,261,842	+260.8
Trucks						
CANADA (1)	5,221	5,749	+ 10.1	10,518,670	11,243,338	+ 6.9
Maritimes	561	548	- 2.3	1,067,539	995,105	- 6.8
Quebec	1,003	1,061	+ 5.8	2,133,671	2,135,566	+ 0.1
Ontario	2,037	2,089	+ 2.6	4,057,257	4,191,764	+ 3.3
Manitoba	332	342	+ 3.0	636,215	659,925	+ 3.7
Saskatchewan ..	462	623	+ 34.8	886,447	1,173,268	+ 32.4
Alberta	556	700	+ 25.9	1,120,969	1,364,372	+ 21.7
British Columbia	270	386	+ 43.0	616,572	723,338	+ 17.3
Buses						
CANADA (1)	55	35	- 36.4	1,000,370	718,958	- 28.1
Maritimes	1	1	-	8,875	6,946	- 21.7
Quebec	14	-	-	247,409	-	-
Ontario	9	4	- 55.6	120,036	52,351	- 56.4
Manitoba	-	-	-	-	-	-
Saskatchewan ..	12	-	-	261,408	-	-
Alberta	1	1	-	6,877	6,673	- 3.0
British Columbia	18	29	+ 61.1	355,765	652,988	+ 83.5

(1) Excluding Newfoundland.

TABLE 2.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY 1949 AND 1950

Provinces	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA (1)	3,635	6,140	+68.9	5,254,917	8,449,534	+ 60.8
Maritimes	370	469	+26.8	486,769	622,606	+ 27.9
Quebec	786	1,362	+73.3	1,182,447	2,012,933	+ 70.2
Ontario	1,567	2,779	+77.3	2,167,996	3,641,435	+ 68.0
Manitoba	116	286	+146.6	179,638	387,186	+115.5
Saskatchewan	136	229	+68.4	179,366	294,990	+ 64.5
Alberta	354	528	+49.2	552,606	815,682	+ 47.6
British Columbia.	306	487	+59.2	506,095	674,702	+ 33.3
Passenger Cars						
CANADA (1)	2,306	4,563	+ 97.9	3,037,843	6,077,949	+100.1
Maritimes	215	317	+ 47.4	272,844	403,954	+ 48.1
Quebec	524	1,074	+105.0	740,368	1,549,185	+109.2
Ontario	1,071	2,143	+100.1	1,368,557	2,759,251	+101.6
Manitoba	64	182	+184.4	79,610	238,407	+199.5
Saskatchewan	81	150	+ 85.2	103,556	187,266	+ 80.8
Alberta	165	309	+ 87.3	207,869	433,387	+108.5
British Columbia.	186	388	+108.6	265,039	506,499	+ 91.1
Commercial Vehicles						
CANADA (1)	1,329	1,577	+ 18.7	2,217,074	2,371,585	+ 7.0
Maritimes	155	152	- 1.9	213,925	218,652	+ 2.2
Quebec	262	288	+ 9.9	442,079	463,748	+ 4.9
Ontario	496	636	+ 28.2	799,439	882,184	+ 10.4
Manitoba	52	104	+100.0	100,028	148,779	+ 48.7
Saskatchewan	55	79	+ 43.6	75,810	107,724	+ 42.1
Alberta	189	219	+ 15.9	344,737	382,295	+ 10.9
British Columbia.	120	99	- 17.5	241,056	168,203	- 30.2

(1) Excluding Newfoundland.

TABLE 3.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JANUARY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA (1)...	5,657	8,645	+ 52.8	4,023,825	5,876,536	+ 46.0
Maritimes	431	714	+ 65.7	294,085	436,503	+ 48.4
Quebec	594	1,176	+ 98.0	540,725	943,836	+ 74.6
Ontario	3,401	4,946	+ 45.4	2,138,276	3,119,315	+ 45.9
Manitoba	136	358	+163.2	93,906	280,276	+198.5
Saskatchewan ...	80	186	+132.5	62,232	125,130	+101.1
Alberta	474	532	+ 12.2	425,678	397,544	- 6.6
British Columbia.	541	733	+ 35.5	468,923	573,932	+ 22.4
Passenger Cars						
CANADA (1)...	4,476	7,103	+ 58.7	2,971,306	4,639,672	+ 56.1
Maritimes	288	502	+ 74.3	186,521	304,026	+ 63.0
Quebec	383	879	+129.5	316,642	628,219	+ 98.4
Ontario	2,915	4,345	+ 49.1	1,763,127	2,683,526	+ 52.2
Manitoba	101	262	+159.4	66,883	202,712	+203.1
Saskatchewan ...	48	128	+166.7	34,875	85,068	+143.9
Alberta	313	375	+ 19.8	250,276	262,356	+ 4.8
British Columbia.	428	612	+ 43.0	352,982	473,765	+ 34.2
Commercial Vehicles						
CANADA (1)....	1,181	1,542	+ 30.6	1,052,519	1,236,864	+ 17.5
Maritimes	143	212	+ 48.3	107,564	132,477	+ 23.2
Quebec	211	297	+ 40.8	224,083	315,617	+ 40.8
Ontario	486	601	+ 23.7	375,149	435,789	+ 16.2
Manitoba	35	96	+174.3	27,023	77,564	+187.0
Saskatchewan ...	32	58	+ 81.3	27,357	40,062	+ 46.4
Alberta	161	157	- 2.5	175,402	135,188	- 22.9
British Columbia.	113	121	+ 7.1	115,941	100,167	- 13.6

(1)

Excluding Newfoundland.

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No. 3

Statistics Canada

16-3010
29SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALESMARCH 1950Sales of New Motor Vehicles

While registering a more moderate increase over 1949 than in the two previous months, March sales of new motor vehicles were maintained at a high level. A total of 34,492 new vehicles were sold at retail during March 1950 for \$68,766,768, 40% in number and 31% in value above the March 1949 sales of 24,637 vehicles valued at \$52,359,305.

Passenger car sales numbered 26,952 cars with a retail value of \$53,173,502, an increase of 59% in number and 49% in value over March a year ago when 16,970 new passenger cars were sold for \$35,791,018.

Sales of new trucks declined 1%, from 7,594 units in March 1949 to 7,519 units in March this year. There were considerable variations between the different regions of the country, however. Saskatchewan and Alberta registered increases of 66% and 18% respectively, while truck sales in British Columbia decreased 25%. The other provinces registered decreases ranging between 9% and 12%.

Sales of buses dropped from 73 in March last year to 21 in March 1950.

Increases in total number of vehicles sold were recorded for all provinces. Quebec sales registered the lowest percentage gain over March 1949 at 16%. Gains in the Maritimes, Ontario, Alberta, and British Columbia ranged between 32% and 45%, while Manitoba sales of new vehicles were 60% in excess of March a year ago and Saskatchewan sales were up 74%.

Cumulative sales for the first quarter of 1950 numbered 90,582 vehicles valued at \$181,062,771, a gain of 79% in number and 67% in value over the first quarter of 1949. Passenger car sales for the first three months of the current year were 128% in number and 113% in value higher than in the corresponding period of 1949. Truck sales were up 1% in number and sales of buses dropped 52%.

Financing of Motor Vehicle Sales

There were 26,654 new and used motor vehicles financed to the extent of \$25,248,367 in March 1950, an increase of 60% in number and 56% in amount of financing over March 1949 when 16,711 vehicles were financed to the extent of \$16,180,664.

New Vehicles--Financing of new vehicle sales continued to advance at a greater rate than financing of sales of used vehicles. New vehicle sales financed numbered 10,464 vehicles, an increase of 77% over the March 1949 figure of 5,899. The amount of financing in March this year was \$14,350,468, 68% above the \$8,537,228 in March a year ago. Gains were recorded for all regions of the country, but were more pronounced in the Western Provinces. Increases in the Maritime Provinces, Quebec and Ontario ranged between 40% and 70%, while in the Western Provinces, gains ranged between 107% and 159%.

Passenger car financing was mainly responsible for the substantial increase in financing of new vehicles. The number of new passenger car sales financed in March 1950 was 7,793, an increase of 111% over March 1949, while the amount of financing involved increased 103%.

Commercial vehicle sales financed numbered 2,671, 21% above the March 1949 figure of 2,213, while the financed value rose 17% from \$3,462,923 to \$4,056,368.

Cumulative figures for the first quarter of 1950 show a total of 24,626 new vehicles with a financed value of \$44,898,763. This is a gain of 87% over the corresponding three months of 1949.

Used Vehicles--Financing of used vehicles continued to register substantial advances over last year. In March 1950, 16,190 used vehicle sales were financed, an increase of 50% over March a year ago when used vehicles financed numbered 10,812.

Of the total vehicles financed, 13,523 were passenger cars, a gain of 55% over the number of passenger cars financed in March 1949, while commercial vehicles financed numbered 2,667, up 29% from March a year ago.

Used vehicle sales financed during the first three months of 1950 numbered 36,637, a gain of 56% over the corresponding period of 1949, while the amount of financing increased 49%.

Financing of New Motor Vehicle Sales Compared with Sales

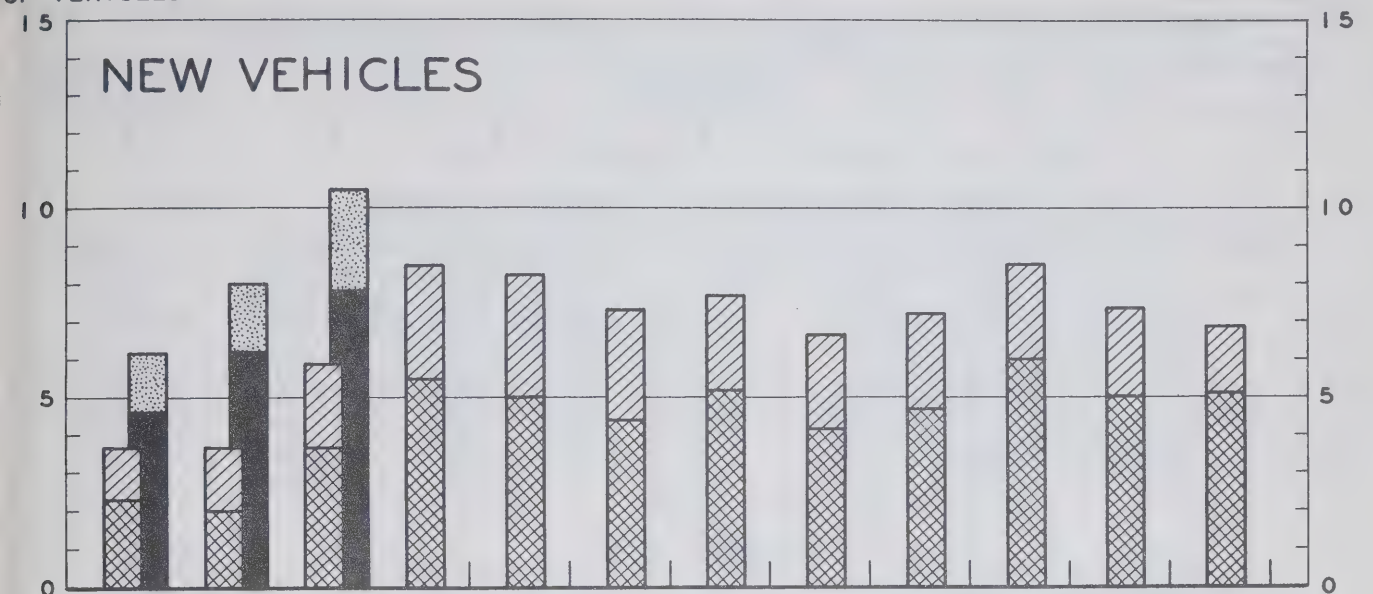
Table 9 presents, for the first time, a comparison of sales and financing of new vehicles. Results reveal a higher proportion of vehicle sales financed in the early part of this year than in the same period last year.

Year's Subscription,	\$2.00
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FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1949 (REVISED) - 1950

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

NEW VEHICLES



USED VEHICLES

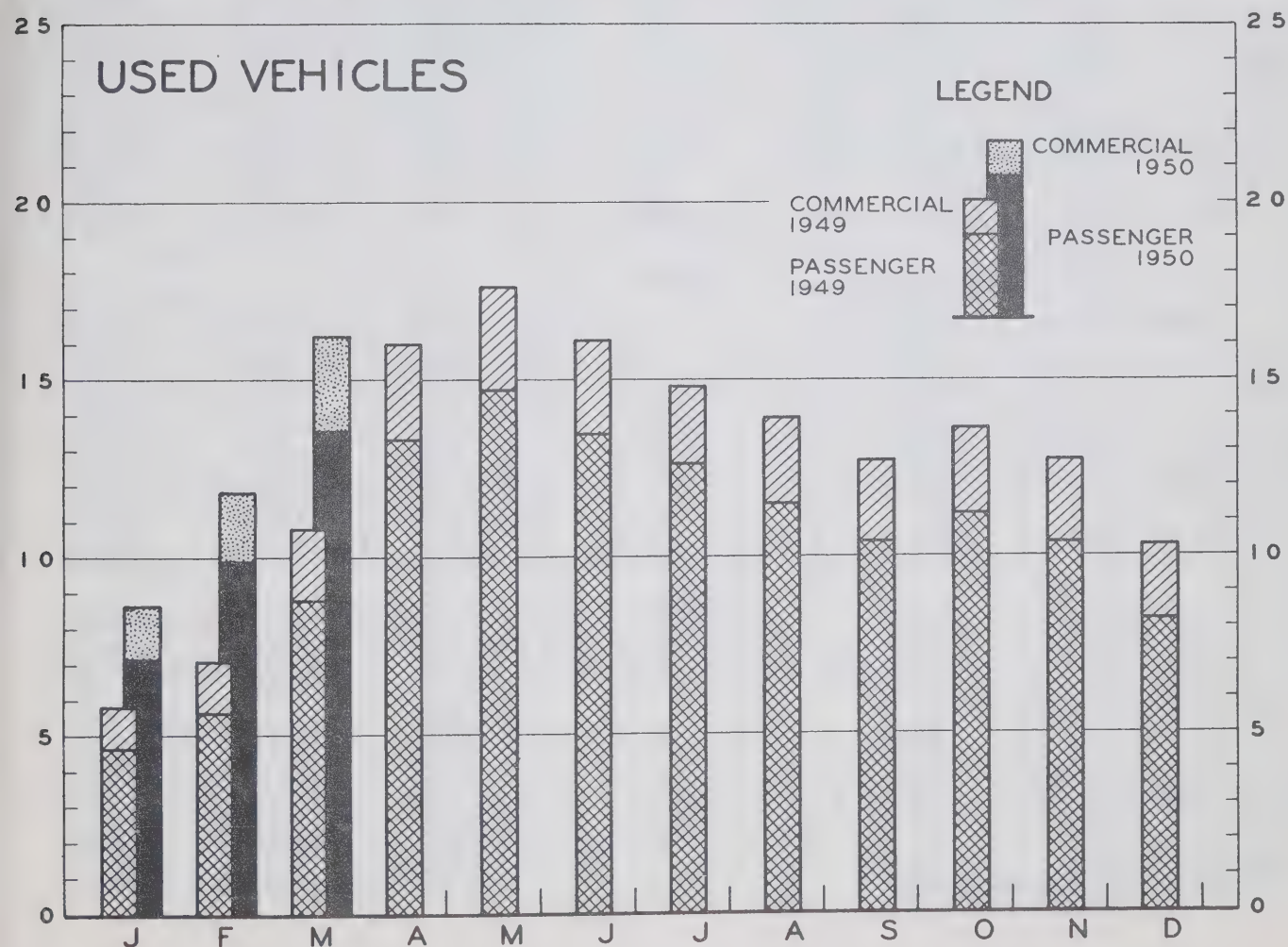


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

MARCH 1949 AND 1950

Province	Number			Retail Value		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA (1)...	24,637	34,492	+40.0	52,359,305	68,766,768	+31.3
Maritimes	2,219	3,039	+37.0	4,479,257	5,789,625	+29.3
Quebec	5,099	5,906	+15.8	10,988,674	12,018,389	+ 9.4
Ontario	9,129	13,196	+44.6	19,478,396	26,620,809	+36.7
Manitoba	1,415	2,258	+39.6	2,880,291	4,466,477	+55.1
Saskatchewan ...	2,084	3,635	+74.4	4,386,037	7,177,442	+63.6
Alberta	2,362	3,381	+43.1	5,375,416	6,894,006	+28.3
British Columbia.	2,329	3,077	+32.1	4,771,234	5,800,020	+21.6
Passenger Cars						
CANADA (1)...	16,970	26,952	+58.8	35,791,018	53,173,502	+48.6
Maritimes	1,433	2,324	+62.2	2,986,271	4,435,604	+48.5
Quebec	3,568	4,545	+27.4	7,658,851	9,233,234	+20.6
Ontario	6,574	10,962	+66.7	14,021,712	21,820,861	+55.6
Manitoba	948	1,849	+95.0	1,958,592	3,631,315	+85.4
Saskatchewan ...	1,299	2,345	+80.5	2,730,195	4,691,213	+71.8
Alberta	1,449	2,320	+60.1	3,024,212	4,571,124	+51.2
British Columbia.	1,699	2,607	+53.4	3,411,185	4,790,151	+40.4
Trucks						
CANADA (1)...	7,594	7,519	- 1.0	15,277,448	15,210,054	- 0.4
Maritimes	786	714	- 9.2	1,492,986	1,347,928	- 9.7
Quebec	1,519	1,361	-10.4	3,128,135	2,785,155	-11.0
Ontario	2,530	2,226	-12.0	5,103,204	4,661,691	- 8.7
Manitoba	467	409	-12.4	921,699	835,162	- 9.4
Saskatchewan ...	776	1,290	+66.2	1,493,785	2,486,229	+66.4
Alberta	890	1,049	+17.9	1,837,435	2,084,020	+13.4
British Columbia.	626	470	-24.9	1,300,204	1,009,869	-22.3
Buses						
CANADA (1)...	73	21	-71.2	1,290,839	383,212	-70.3
Maritimes	-	1	-	-	6,093	-
Quebec	12	-	-	201,688	-	-
Ontario	25	8	-68.0	353,480	138,257	-60.9
Manitoba	-	-	-	-	-	-
Saskatchewan ...	9	-	-	162,057	-	-
Alberta	23	12	-47.8	513,769	238,862	-53.5
British Columbia.	4	-	-	59,345	-	-

(1) Excluding Newfoundland.

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-MARCH, 1949 AND 1950

Province	Number			Retail Value		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
Total - Passenger Cars, Trucks, and Buses						
CANADA (1) ...	50,625	90,582	+78.9	108,524,877	181,062,771	+66.8
Maritimes	4,240	7,099	+67.4	8,536,223	13,603,440	+59.4
Quebec	9,952	15,793	+58.7	22,264,452	32,448,571	+45.7
Ontario	20,590	39,049	+89.7	43,615,649	78,695,549	+80.4
Manitoba	2,945	5,093	+72.9	5,987,738	10,132,776	+69.2
Saskatchewan ..	4,004	6,918	+72.8	8,528,836	13,534,369	+58.7
Alberta	4,637	8,067	+74.0	10,434,361	16,104,194	+54.3
British Columbia	4,257	8,563	+101.2	9,157,618	16,543,872	+80.7

Passenger Cars

CANADA (1) ...	31,222	71,071	+127.6	66,416,182	141,102,207	+112.5
Maritimes	2,290	5,357	+133.9	4,770,894	10,291,052	+115.7
Quebec	6,183	12,463	+101.6	13,407,481	25,650,610	+ 91.3
Ontario	13,743	32,267	+134.8	29,445,094	64,620,199	+119.5
Manitoba	1,725	3,992	+131.4	3,622,306	7,974,370	+120.1
Saskatchewan ..	2,117	4,493	+112.2	4,492,468	8,948,038	+ 99.2
Alberta	2,368	5,400	+128.0	5,023,537	10,704,357	+113.1
British Columbia	2,796	7,099	+153.9	5,654,402	12,913,581	+128.4

Trucks

CANADA (1) ...	19,229	19,427	+ 1.0	38,913,620	38,352,348	- 1.4
Maritimes	1,948	1,735	- 10.9	3,747,578	3,285,349	- 12.3
Quebec	3,717	3,328	- 10.5	7,915,084	6,759,672	- 14.6
Ontario	6,812	6,759	- 0.8	13,690,234	13,684,338	(x)
Manitoba	1,220	1,101	- 9.8	2,365,432	2,158,406	- 8.8
Saskatchewan ..	1,865	2,425	+ 30.0	3,594,897	4,586,331	+ 27.6
Alberta	2,231	2,654	+ 19.0	4,572,083	5,154,302	+ 12.7
British Columbia	1,436	1,425	- 0.8	3,028,312	2,723,950	- 10.1

Buses

CANADA (1) ...	174	84	- 51.7	3,195,075	1,608,216	- 49.7
Maritimes	2	7	+250.0	17,751	27,039	+ 52.3
Quebec	52	2	- 96.2	941,887	38,289	- 95.9
Ontario	35	23	- 34.3	480,321	391,012	- 18.6
Manitoba	-	-	-	-	-	-
Saskatchewan ..	22	-	-	441,471	-	-
Alberta	38	13	- 65.8	838,741	245,535	- 70.7
British Columbia	25	39	+ 56.0	474,904	906,341	+ 90.8

(x) Change less than 0.05 per cent.

(1) Excluding Newfoundland.

TABLE 3. - NEW MOTOR VEHICLE SALES, BY MONTHS

★
CANADA, 1949 AND 1950

Month	Number			Retail Value		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

January	11,492	26,593	+131.4	24,677,689	53,714,978	+117.7
February	14,496	29,497	+103.5	31,487,883	58,581,025	+ 86.0
March	24,637	34,492	+ 40.0	52,359,305	68,766,768	+ 31.3
Jan. - March .	50,625	90,582	+ 78.9	108,524,877	181,062,771	+ 66.8

Passenger Cars

January	6,216	20,809	+234.8	13,158,649	41,752,682	+217.3
February	8,036	23,310	+190.1	17,466,515	46,176,023	+164.4
March	16,970	26,952	+ 58.8	35,791,018	53,173,502	+ 48.6
Jan. - March .	31,222	71,071	+127.6	66,416,182	141,102,207	+112.5

Trucks

January	5,221	5,749	+ 10.1	10,518,670	11,243,338	+ 6.9
February	6,414	6,159	- 4.0	13,117,502	11,898,956	- 9.3
March	7,594	7,519	- 1.0	15,277,448	15,210,054	- 0.4
Jan. - March .	19,229	19,427	+ 1.0	38,913,620	38,352,348	- 1.4

Buses

January	55	35	- 36.4	1,000,370	718,958	- 28.1
February	46	28	- 39.1	903,866	506,046	- 44.0
March	73	21	- 71.2	1,290,839	383,212	- 70.3
Jan. - March .	174	84	- 51.7	3,195,075	1,608,216	- 49.7

★ Excluding Newfoundland.

TABLE 4. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

*CANADA, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%

Total - Passenger Cars and Commercial Vehicles

January	3,635	6,140	+ 68.9	5,254,917	8,449,534	+ 60.8
February	3,612	8,022	+122.1	5,462,738	11,098,761	+103.2
March	5,899	10,464	+ 77.4	8,537,228	14,350,468	+ 68.1
Jan. - March	13,146	24,626	+ 87.3	19,254,883	33,898,763	+ 76.1

Passenger Cars

January	2,306	4,563	+ 97.9	3,037,843	6,077,949	+100.1
February	2,067	6,197	+199.8	2,918,886	8,219,171	+181.6
March	3,686	7,793	+111.4	5,074,305	10,294,100	+102.9
Jan. - March	8,059	18,553	+130.2	11,031,034	24,591,220	+122.9

Commercial Vehicles

January	1,329	1,577	+ 18.7	2,217,074	2,371,585	+ 7.0
February	1,545	1,825	+ 18.1	2,543,852	2,879,590	+ 13.2
March	2,213	2,671	+ 20.7	3,462,923	4,056,368	+ 17.1
Jan. - March	5,087	6,073	+ 19.4	8,223,849	9,307,543	+ 13.2

* Excluding Newfoundland.

TABLE 5. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

MARCH 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%

Total - Passenger Cars and Commercial Vehicles

CANADA (1).....	5,899	10,464	+ 77.4	8,537,228	14,350,468	+ 68.1
Maritimes	637	948	+ 48.8	828,737	1,182,407	+ 42.7
Quebec	1,512	2,129	+ 40.8	2,360,451	3,241,360	+ 37.3
Ontario	2,323	3,955	+ 70.3	3,191,812	5,282,979	+ 65.5
Manitoba	269	558	+107.4	364,105	745,523	+104.8
Saskatchewan	238	605	+154.2	341,946	782,384	+128.8
Alberta	439	1,135	+158.5	696,328	1,590,118	+128.4
British Columbia ...	481	1,134	+135.8	753,849	1,525,697	+102.4

Passenger Cars

CANADA (1).....	3,686	7,793	+111.4	5,074,305	10,294,100	+102.9
Maritimes	362	693	+ 91.4	471,430	835,365	+ 77.2
Quebec	997	1,558	+ 56.3	1,516,229	2,278,477	+ 50.3
Ontario	1,563	3,064	+ 96.0	2,036,482	3,978,724	+ 95.4
Manitoba	145	435	+200.0	197,395	574,060	+190.8
Saskatchewan	129	425	+229.5	166,784	538,538	+222.9
Alberta	220	724	+229.1	299,087	932,671	+211.8
British Columbia ..	270	894	+231.1	386,898	1,156,265	+198.9

Commercial Vehicles

CANADA (1).....	2,213	2,671	+ 20.7	3,462,923	4,056,368	+ 17.1
Maritimes	275	255	- 7.3	357,307	347,042	- 2.9
Quebec	515	571	+ 10.9	844,222	962,883	+ 14.1
Ontario	760	891	+ 17.2	1,155,330	1,304,255	+ 12.9
Manitoba	124	123	- 0.8	166,710	171,463	+ 2.9
Saskatchewan	109	180	+ 65.1	175,162	243,846	+ 39.2
Alberta	219	411	+ 87.7	397,241	657,447	+ 65.5
British Columbia ...	211	240	+ 13.7	366,951	369,432	+ 0.7

(1) Excluding Newfoundland.

TABLE 6. - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

MARCH 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
CANADA (1).	10,812	16,190	+ 49.7	7,643,436	10,897,899	+ 42.6
Maritimes	845	1,476	+ 74.7	550,922	865,469	+ 57.1
Quebec	1,369	2,247	+ 64.1	1,183,411	1,773,882	+ 49.9
Ontario	5,969	7,502	+ 25.7	3,761,563	4,742,947	+ 26.1
Manitoba	313	734	+134.5	223,332	486,769	+118.0
Saskatchewan ...	223	575	+157.8	169,531	368,996	+117.7
Alberta	957	1,694	+ 77.0	809,582	1,198,421	+ 48.0
British Columbia.	1,136	1,962	+ 72.7	945,095	1,461,415	+ 54.6
Passenger Cars						
CANADA (1)...	8,740	13,523	+ 54.7	5,847,377	8,862,179	+ 51.6
Maritimes	559	1,118	+100.0	346,930	647,355	+ 86.6
Quebec	1,021	1,811	+ 77.4	813,505	1,363,501	+ 67.6
Ontario	5,202	6,574	+ 26.4	3,217,543	4,095,728	+ 27.3
Manitoba	237	615	+159.5	161,372	402,647	+149.5
Saskatchewan	139	428	+207.9	105,634	267,906	+153.6
Alberta	687	1,305	+ 90.0	506,654	902,808	+ 78.2
British Columbia .	895	1,672	+ 86.8	695,739	1,182,234	+ 69.9
Commercial Vehicles						
CANADA (1)...	2,072	2,667	+ 28.7	1,796,059	2,035,720	+ 13.3
Maritimes	286	358	+ 25.2	203,992	218,114	+ 6.9
Quebec	348	436	+ 25.3	369,906	410,381	+ 10.9
Ontario	767	928	+ 21.0	544,020	647,219	+ 19.0
Manitoba	76	119	+ 56.6	61,960	84,122	+ 35.8
Saskatchewan	84	147	+ 75.0	63,897	101,090	+ 58.2
Alberta	270	389	+ 44.1	302,928	295,613	- 2.4
British Columbia .	241	290	+ 20.3	249,356	279,181	+ 12.0

(1) Excluding Newfoundland.

TABLE 7. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES
JANUARY-TO-MARCH, 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
CANADA (1).....	13,146	24,626	+ 87.3	19,254,883	33,898,763	+ 76.1
Maritimes	1,389	2,086	+ 50.2	1,845,329	2,647,463	+ 43.5
Quebec	3,162	5,359	+ 69.5	5,009,006	8,079,077	+ 61.3
Ontario	5,467	10,198	+ 86.5	7,638,554	13,599,267	+ 78.0
Manitoba	500	1,193	+138.6	706,718	1,604,040	+127.0
Saskatchewan	493	1,122	+127.6	681,066	1,467,862	+115.5
Alberta	1,081	2,358	+118.1	1,706,676	3,367,327	+ 97.3
British Columbia	1,054	2,310	+119.2	1,667,534	3,133,727	+ 87.9
Passenger Cars						
CANADA (1).....	8,059	18,553	+130.2	11,031,034	24,591,220	+122.9
Maritimes	736	1,498	+103.5	966,181	1,828,339	+ 89.2
Quebec	2,035	4,087	+100.8	3,059,481	5,942,051	+ 94.2
Ontario	3,631	8,013	+120.7	4,747,493	10,372,054	+118.5
Manitoba	272	879	+223.2	366,523	1,152,975	+214.6
Saskatchewan	264	779	+195.1	341,758	998,848	+192.3
Alberta	524	1,485	+183.4	701,679	1,957,919	+179.0
British Columbia	597	1,812	+203.5	847,919	2,339,034	+175.9
Commercial Vehicles						
CANADA (1)....	5,087	6,073	+ 19.4	8,223,849	9,307,543	+ 13.2
Maritimes	653	588	- 10.0	879,148	819,124	- 6.8
Quebec	1,127	1,272	+ 12.9	1,949,525	2,137,026	+ 9.6
Ontario	1,836	2,185	+ 19.0	2,891,061	3,227,213	+ 11.6
Manitoba	228	314	+ 37.7	340,195	451,065	+ 32.6
Saskatchewan	229	343	+ 49.8	339,308	469,014	+ 38.2
Alberta	557	873	+ 56.7	1,004,997	1,409,408	+ 40.2
British Columbia	457	498	+ 9.0	819,615	794,693	- 3.0

(1) Excluding Newfoundland.

TABLE 8. - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,
JANUARY-TO-MARCH, 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949	1950	% Change, 1950/1949	1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
CANADA (1)....	23,424	36,637	+ 56.4	16,606,839	24,771,535	+ 49.2
Maritimes	1,800	3,228	+ 79.3	1,210,018	1,945,041	+ 60.7
Quebec	2,828	5,143	+ 81.9	2,506,860	4,128,340	+ 64.7
Ontario	13,483	18,525	+ 37.4	8,449,964	11,589,588	+ 37.2
Manitoba	618	1,544	+149.8	460,615	1,109,745	+140.9
Saskatchewan ...	405	1,019	+151.6	307,355	658,994	+114.4
Alberta	1,938	3,282	+ 69.3	1,659,173	2,391,025	+ 44.1
British Columbia	2,352	3,896	+ 65.6	2,012,854	2,948,802	+ 46.5
Passenger Cars						
CANADA (1)....	18,760	30,493	+ 62.5	12,490,189	19,951,055	+ 59.7
Maritimes	1,175	2,362	+101.0	739,796	1,396,331	+ 88.7
Quebec	2,009	4,035	+100.8	1,613,693	3,039,562	+ 88.4
Ontario	11,666	16,279	+ 39.5	7,128,650	9,995,813	+ 40.2
Manitoba	458	1,233	+169.2	310,232	874,068	+181.7
Saskatchewan ...	248	761	+206.9	187,443	486,184	+159.4
Alberta	1,366	2,509	+ 83.7	1,032,627	1,740,317	+ 68.5
British Columbia	1,838	3,314	+ 80.3	1,477,748	2,418,780	+ 63.7
Commercial Vehicles						
CANADA (1)....	4,664	6,144	+ 31.7	4,116,650	4,820,480	+ 17.1
Maritimes	625	866	+ 38.6	470,222	548,710	+ 16.7
Quebec	819	1,108	+ 35.3	893,167	1,088,778	+ 21.9
Ontario	1,817	2,246	+ 23.6	1,321,314	1,593,775	+ 20.6
Manitoba	160	311	+ 94.4	150,383	235,677	+ 56.7
Saskatchewan ...	157	258	+ 64.3	119,912	172,810	+ 44.1
Alberta	572	773	+ 35.1	626,546	650,708	+ 3.9
British Columbia	514	582	+ 13.2	535,106	530,022	- 1.0

(1) Excluding Newfoundland.

TABLE 9. - NEW MOTOR VEHICLES - PERCENTAGE OF SALES FINANCED
MARCH, 1949 and 1950 and JANUARY-MARCH, 1949 and 1950

Province	March				January - March			
	Number		Value		Number		Value	
	1949	1950	1949	1950	1949	1950	1949	1950
	%	%	%	%	%	%	%	%

Total - Passenger Cars, Trucks and Buses

CANADA (1).....	23.9	30.3	16.3	20.9	26.0	27.2	17.7	18.7
Maritime Provinces.	28.7	31.2	18.5	20.4	32.8	29.4	21.6	19.5
Quebec	29.7	36.0	21.5	27.0	31.8	33.9	22.5	24.9
Ontario	25.4	30.0	16.4	19.8	26.6	26.1	17.5	17.3
Manitoba	19.0	24.7	12.6	16.7	17.0	23.4	11.8	15.8
Saskatchewan	11.4	16.6	7.8	10.9	12.3	16.2	8.0	10.8
Alberta	18.6	33.6	13.0	23.1	23.3	29.2	16.4	20.9
British Columbia ..	20.7	36.9	15.8	26.3	24.8	27.0	18.2	18.9

Passenger Cars

CANADA (1).....	21.7	28.9	14.2	19.4	25.8	26.1	16.6	17.4
Maritime Provinces.	25.3	29.8	15.8	18.8	32.1	28.0	20.3	17.8
Quebec	27.9	34.3	19.8	24.7	32.9	32.8	22.8	23.2
Ontario	23.8	28.0	14.5	18.2	26.4	24.8	16.1	16.1
Manitoba	15.3	23.5	10.1	15.8	15.8	22.0	10.1	14.5
Saskatchewan	9.9	18.1	6.1	11.5	12.5	17.3	7.6	11.2
Alberta	15.2	31.2	9.9	20.4	22.1	27.5	14.0	18.3
British Columbia ..	15.9	34.3	11.3	24.1	21.4	25.5	15.0	18.1

Trucks and Buses

CANADA	28.9	35.4	20.9	26.0	26.2	31.1	19.5	23.3
Maritime Provinces .	35.0	35.7	23.9	25.6	33.5	33.8	23.3	24.7
Quebec	33.6	42.0	25.4	34.6	29.9	38.2	22.0	31.4
Ontario	29.7	39.9	21.2	27.2	26.8	32.2	20.4	22.9
Manitoba	26.6	30.1	18.1	20.5	18.7	38.5	14.4	20.9
Saskatchewan	13.9	14.0	10.6	9.8	12.1	14.1	8.4	10.2
Alberta	24.0	38.7	16.9	28.3	24.5	32.7	18.6	26.1
British Columbia ...	33.5	51.1	27.0	36.6	31.3	34.0	23.4	21.9

(1) Excluding Newfoundland.

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SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALESAPRIL 1950Sales of New Motor Vehicles

Sales of new motor vehicles continued to advance in April. This occurred in spite of a productive shutdown in one of the major companies resulting from strike action in the United States plants. There were 36,406 new vehicles sold in April 1950 at retail for \$72,363,728, an increase of 24% in number and of 19% in value over April a year ago when 29,314 new vehicles were sold for \$60,856,368.

Passenger cars, as in preceding months, were responsible for the greater part of the gain. New passenger car sales numbered 27,641, 33% above the 20,764 sold in April 1949. The number of trucks sold registered a 3% increase, bringing the total to 8,736 compared with 8,475 in April last year. Sales of buses dropped from 75 in April 1949 to 29 in April this year.

The increases in new vehicle sales varied widely for the different provinces. The Maritimes and Ontario registered increases of 38% and 39% respectively, while Alberta and Quebec sales rose 19% and 16%. A smaller gain of 7% was recorded for both Manitoba and British Columbia. Saskatchewan sales of new vehicles were lower by 3% as compared with April 1949, this situation being accounted for by a decline of 21% in passenger car sales. In other provinces, passenger car sales advanced to a greater extent than did commercial vehicles, except in Alberta where a gain of 19% was recorded for both classes.

Sales of new motor vehicles in the first four months of 1950 numbered 127,510 units with a retail value of \$254,443,573, up 56% in number and 48% in value over the corresponding period of 1949 when 81,507 new vehicles sold for \$171,866,870. Passenger car sales for the year to date were 85% in excess of sales in the first four months of last year, while sales of trucks were up 2% and bus sales dropped 50%.

Prepared in Merchandising and Services Section

Financing of Motor Vehicle Sales

There were 34,099 new and used vehicles financed to the extent of \$32,078,562 in April 1950, 39% in number and 36% in value above April a year ago when new and used vehicles financed numbered 24,558 units with a financed value of \$23,433,411.

New Vehicles.—Increases in new vehicles financed continued greater than increases in financing of used vehicles. New vehicles financed in April 1950 numbered 12,201, a gain of 44% over the 8,504 new vehicles financed in April a year ago.

Passenger car sales financed numbered 9,017, an increase of 64% over April 1949 when 5,499 new passenger car sales were financed. A gain of 6% over April a year ago brought the total number of new commercial vehicles financed in April this year to 3,184.

Percentage gains in number of new vehicle sales financed were larger for the Prairie Provinces than for other provinces. Increases in Manitoba, Saskatchewan, and Alberta were 76%, 81%, and 63% respectively. New passenger car sales financed in British Columbia were 50% in excess of the number in April last year, while in the Eastern Provinces, gains in number of passenger car sales financed ranged between 23% and 44%.

Cumulative figures for the first four months of 1950 reveal an increase of 70% over the corresponding period of 1949 in number of new motor vehicles financed and of 63% in amount of financing, while the number of new passenger car sales financed advanced 103%.

Used Vehicles.—Substantial increases in number of used vehicle sales financed were registered for both passenger car and commercial vehicles. Total used vehicle sales financed in April 1950 numbered 21,898, a gain of 36% over April 1949. Passenger car sales financed numbered 18,347 units or 38% above April a year ago, while the number of commercial vehicle sales financed rose 29%.

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TABLE 1.-NEW MOTOR VEHICLE SALES, BY PROVINCES

APRIL 1949 AND 1950

Province	Number			Retail Value		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA (2).....	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
Maritimes (2).....	2,275	3,130	+ 37.6	4,549,072	5,950,584	+ 30.8
Quebec	5,531	6,408	+ 15.9	11,730,608	12,820,549	+ 9.3
Ontario	11,642	16,222	+ 39.3	23,964,779	32,464,325	+ 35.5
Manitoba	1,880	2,007	+ 6.8	3,799,988	3,767,941	- 0.8
Saskatchewan	2,275	2,199	- 3.3	4,554,672	4,427,765	- 2.8
Alberta	2,727	3,253	+ 19.3	5,513,966	6,590,219	+ 19.5
British Columbia .	2,984	3,187	+ 6.8	6,743,283	6,342,345	- 5.9
Passenger Cars						
CANADA (2).....	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
Maritimes (2).....	1,557	2,367	+ 52.0	3,148,196	4,491,916	+ 42.7
Quebec	3,910	4,645	+ 18.8	8,114,793	9,237,590	+ 13.8
Ontario	8,555	13,076	+ 52.8	17,517,286	25,977,518	+ 48.3
Manitoba	1,279	1,502	+ 17.4	2,660,352	2,783,680	+ 4.6
Saskatchewan	1,477	1,320	- 20.6	3,021,792	2,660,694	- 11.9
Alberta	1,786	2,131	+ 19.3	3,611,772	4,341,858	+ 20.2
British Columbia .	2,200	2,600	+ 18.2	4,449,407	4,899,185	+ 10.1
Trucks						
CANADA (2).....	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
Maritimes (2).....	716	763	+ 6.6	1,395,631	1,458,668	+ 4.5
Quebec	1,605	1,760	+ 9.7	3,321,504	3,539,279	+ 6.6
Ontario	3,064	3,134	+ 2.3	6,054,757	6,264,083	+ 3.5
Manitoba	601	505	- 16.0	1,139,636	984,261	- 13.6
Saskatchewan	798	879	+ 10.2	1,532,880	1,767,071	+ 15.3
Alberta	940	1,122	+ 19.4	1,888,694	2,248,361	+ 19.0
British Columbia .	751	573	- 23.7	1,518,382	1,167,628	- 23.1
Buses						
CANADA (2).....	75	29	- 61.3	1,481,286	541,936	- 63.4
Maritimes (2).....	2	-	-	5,245	-	-
Quebec	16	3	- 81.2	294,311	43,680	+ 48.4
Ontario	23	12	- 47.8	392,736	222,724	- 43.3
Manitoba	-	-	-	-	-	-
Saskatchewan	-	-	-	-	-	-
Alberta	1	-	-	13,500	-	-
British Columbia .	33	14	- 57.6	775,494	275,532	- 64.5

(1) Revised.

(2) Includes Newfoundland from April 1949.

TABLE 2.- NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA,⁽¹⁾ 1949 AND 1950

Month	Number			Retail Value		
	1949 ⁽²⁾	1950	% Change, 1950/1949	1949 ⁽²⁾	1950	% Change, 1950/1949
			%	\$	\$	%

Total - Passenger Cars, Trucks, and Buses

January	11,838	26,742	+125.9	25,386,000	54,005,993	+112.7
February	15,301	29,709	+ 94.2	32,984,144	58,993,831	+ 78.9
March	25,054	34,653	+ 38.3	52,640,358	69,080,021	+ 31.2
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
Jan.- April	81,507	127,510	+ 56.4	171,866,870	254,443,573	+ 48.0

Passenger Cars

January	6,537	20,920	+220.0	13,774,215	41,970,134	+204.7
February	8,833	23,483	+165.9	18,984,736	46,518,537	+145.0
March	17,401	27,064	+ 55.5	36,565,035	53,388,145	+ 46.0
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
Jan.- April	53,535	99,108	+ 85.1	111,847,584	196,269,257	+ 75.5

Trucks

January	5,246	5,787	+ 10.3	10,611,415	11,316,901	+ 6.6
February	6,422	6,198	- 3.5	13,095,542	11,969,248	- 8.6
March	7,602	7,567	- 0.5	15,291,448	15,301,334	+ 0.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
Jan.- April	27,745	28,288	+ 2.0	55,849,889	56,016,834	+ 0.3

Buses

January	55	35	- 36.4	1,000,370	718,958	- 28.1
February	46	28	- 39.1	903,866	506,046	- 44.0
March	51	22	- 56.9	783,875	390,542	- 60.2
April	75	29	- 61.3	1,481,286	541,936	- 63.4
Jan.- April	227	114	- 49.8	4,169,397	2,157,482	- 48.3

(1) Includes Newfoundland from April 1949.

(2) Revised.

TABLE 3.- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

APRIL 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA (2)	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
Maritimes (2)	898	1,105	+ 23.1	1,208,554	1,403,205	+ 16.1
Quebec	2,297	2,986	+ 30.0	3,511,604	4,564,309	+ 30.0
Ontario	3,064	4,420	+ 44.3	4,004,515	5,812,890	+ 45.2
Manitoba	397	699	+ 76.1	534,931	914,350	+ 70.9
Saskatchewan	431	778	+ 80.5	585,667	1,014,924	+ 73.3
Alberta	687	1,120	+ 63.0	1,020,952	1,545,571	+ 51.4
British Columbia .	730	1,093	+ 49.7	1,133,657	1,544,987	+ 36.3
Passenger Cars						
CANADA (2)	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
Maritimes (2)	538	815	+ 51.5	688,009	1,003,651	+ 45.9
Quebec	1,462	2,105	+ 44.0	2,210,216	3,102,053	+ 40.4
Ontario	2,159	3,485	+ 60.7	2,673,576	4,461,893	+ 66.9
Manitoba	241	516	+114.1	320,547	667,561	+108.3
Saskatchewan	242	495	+104.5	312,831	632,784	+102.3
Alberta	367	736	+100.5	476,583	919,432	+ 92.9
British Columbia .	480	865	+ 80.2	676,169	1,163,306	+ 72.0
Commercial Vehicles						
CANADA (2)	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
Maritimes (2)	360	290	- 19.4	520,545	399,554	- 23.2
Quebec	835	881	+ 5.5	1,301,388	1,462,256	+ 12.4
Ontario	895	935	+ 4.5	1,330,939	1,350,997	+ 1.5
Manitoba	156	183	+ 17.3	214,384	246,789	+ 15.1
Saskatchewan ...	189	283	+ 49.7	272,836	382,140	+ 40.1
Alberta	320	384	+ 20.0	544,369	626,139	+ 15.2
British Columbia .	250	228	- 8.8	457,488	381,681	- 16.6

(1) Revised.

(2) Includes Newfoundland from April 1949.

TABLE 4.- FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

APRIL 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger and Commercial Vehicles						
CANADA (2)....	16,054	21,898	+ 36.4	11,433,531	15,278,326	+ 33.6
Maritimes (2).....	1,343	1,980	+ 47.4	850,457	1,159,655	+ 36.4
Quebec	2,510	3,830	+ 52.6	2,090,137	3,013,083	+ 44.2
Ontario	8,370	10,136	+ 21.1	5,465,776	6,992,107	+ 27.9
Manitoba	601	1,002	+ 66.7	420,157	650,054	+ 54.7
Saskatchewan ...	445	941	+111.5	344,527	585,449	+ 69.9
Alberta	1,271	2,004	+157.7	993,430	1,414,335	+ 42.4
British Columbia	1,514	2,005	+ 32.4	1,269,407	1,463,643	+ 15.3
Passenger Cars						
CANADA (2)....	13,296	18,347	+ 38.0	9,165,947	12,538,876	+ 36.8
Maritimes (2).....	941	1,545	+ 64.2	571,059	886,509	+ 55.2
Quebec	1,936	3,009	+ 55.4	1,535,917	2,268,853	+ 47.7
Ontario	7,394	9,026	+ 22.1	4,796,774	6,193,807	+ 29.1
Manitoba	470	802	+ 70.6	325,616	511,536	+ 57.1
Saskatchewan ...	319	717	+124.8	239,896	428,484	+ 78.6
Alberta	954	1,539	+ 61.3	696,696	1,041,842	+ 49.5
British Columbia	1,282	1,709	+ 33.3	999,989	1,207,845	+ 20.8
Commercial Vehicles						
CANADA (2)....	2,758	3,551	+ 28.8	2,267,584	2,739,450	+ 20.8
Maritimes (2).....	402	435	+ 8.2	279,398	273,146	- 2.2
Quebec	574	821	+ 43.0	554,220	744,230	+ 34.3
Ontario	976	1,110	+ 13.7	669,002	798,300	+ 19.3
Manitoba	131	200	+ 52.7	94,541	138,518	+ 46.5
Saskatchewan ...	126	224	+ 77.8	104,631	156,965	+ 50.0
Alberta	317	465	+ 46.7	296,374	372,493	+ 25.7
British Columbia	232	296	+ 27.6	269,418	255,798	- 5.1

(1) Revised.

(2) Includes Newfoundland from April 1949.

TABLE 5.- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change, 1950/1949	1949 ⁽²⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
January	3,677	6,165	+ 67.7	5,311,377	8,488,084	+ 59.8
February	3,658	8,056	+120.2	5,509,367	11,149,592	+102.4
March	5,857	10,502	+ 79.3	8,453,498	14,406,669	+ 70.4
April	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
Jan. - April	21,696	36,924	+ 70.2	31,274,122	50,844,581	+ 62.6
Passenger Cars						
January	2,339	4,581	+ 95.9	3,080,526	6,107,059	+ 98.2
February	2,109	6,225	+195.2	2,962,916	8,260,811	+178.8
March	3,651	7,821	+114.2	5,053,312	10,331,393	+104.4
April	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
Jan. - April	13,598	27,644	+103.3	18,454,685	36,649,943	+ 98.6
Commercial Vehicles						
January	1,338	1,584	+ 18.4	2,230,851	2,381,025	+ 6.7
February	1,549	1,831	+ 18.2	2,546,451	2,888,781	+13.4
March	2,206	2,681	+ 21.5	3,400,186	4,075,276	+19.9
April	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
Jan. - April	8,098	9,280	+ 14.6	12,819,437	14,194,638	+10.7

(1) Includes Newfoundland from April 1949.

(2) Revised.



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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

MAY, 1950



Sales of New Motor Vehicles

May sales of new motor vehicles numbered 40,582 vehicles with a retail value of \$81,578,306, an increase of 43% in number and 37% in value over May 1949 when 28,385 new vehicles sold for \$59,576,563.

The most outstanding gain was registered for British Columbia where sales of new motor vehicles rose to 4,193 vehicles valued at \$8,339,302, an increase of 63% in number and 32% in value over May 1949 when 2,571 new vehicles sold for \$6,300,051. Flood conditions in Manitoba prevented sales in that province from exceeding May 1949 volume, but increases were substantial in all other parts of the country.

Passenger car sales accounted for much of the numerical gain over May last year. A total of 30,409 passenger models retailed for \$60,336,113 in May this year compared with 19,692 units valued at \$40,397,359 in May a year ago. The sales increase reached 90% in British Columbia and exceeded 50% in the Maritimes, Quebec, and Alberta.

Truck sales registered an overall gain for Canada of 18% in number and 16% in value over May last year, numbering 10,115 new trucks with a retail value of \$20,155,179. Sales of trucks in Manitoba were 22% below May 1949, while increases reached a maximum of 30% in Ontario and in Saskatchewan. Sales of buses dropped from 91 in May 1949 to 58 in May this year.

May sales of new vehicles brought the cumulative figures for five months of 1950 to 168,092 vehicles with a retail value of \$336,021,879, 53% in number and 45% in value higher than sales in the corresponding period of 1949. Of these sales, passenger cars accounted for 129,517 units, 77% more than in the first five months of 1949, while truck sales numbered 38,403 and exceeded 1949 by 6%. Sales of buses in the January-to-May period of 1950 numbered 172 and were 46% below the 318 buses sold in the corresponding period last year.

Financing of Motor Vehicle Sales

During the month of May, 38,457 new and used motor vehicle sales were financed to the extent of \$35,551,764, an increase of 49% in number and 47% in amount of financing over May 1949 when 25,800 new and used vehicles were financed for \$24,153,673.

New Vehicles - Increases in financing were greater in new than in used vehicles and were higher for passenger than for commercial models. New vehicle financing totalled 13,448 units with a financed value of \$18,477,964, increases amounting to 64% in number and 56% in value over May 1949, when 8,222 new vehicles were financed to the extent of \$11,819,237.

All regions of the country reported substantial gains in new vehicle financing compared with May last year. Saskatchewan's increase of 106% was the largest recorded. Increases in the other provinces ranged between 45% and 76%.

Passenger car financing advanced 90%, 9,541 new car sales being financed for \$12,422,038 in May 1950 compared with 5,021 new cars with a financed value of \$6,517,660 in May a year ago. Gains in the Maritime Provinces and Saskatchewan amounted to 132% and 131% respectively. A gain of 96% in number of new vehicles financed was registered in Ontario and of 87% in British Columbia, while Quebec, Manitoba, and Alberta followed with increases of 73%, 64%, and 59% respectively.

Financing of new motor vehicles during the first five months of 1950 exceeded the totals for the corresponding period of 1949 by 68% in number and by 61% in amount of financing. The year-to-date total was 50,372 new vehicles which were financed for \$69,322,545. Of this number, 37,185 were passenger cars with a financed value of \$49,071,981, practically double the number of passenger models financed in the corresponding period of 1949 and 97% in excess of the amount of financing. The 13,187 new commercial vehicles financed for \$20,250,564 in the first five months of 1950 exceeded the five-month total for 1949 by 17% in number and 12% in financed value.

Used Vehicles - There were 25,009 used vehicles financed for \$17,073,800 in May 1950, 42% in number and 38% in value above May a year ago. Saskatchewan, as in new vehicle financing, recorded the greatest increase over May 1949 at 134%, while the number of vehicles financed in the Maritime Provinces in May this year exceeded May 1949 by 82%. Gains in the other regions ranged between 27% and 53%.

Passenger car sales financed numbered 20,726 with a financed value of \$13,796,598, an increase of 41% in number and 40% in amount of financing over May a year ago. The number of commercial vehicles financed rose to 4,283, 48% above the May 1949 total.

Cumulative figures on used car financing for the period from January to May 1950 were 46% in number and 41% in amount of financing higher than in the same months of 1949. Used vehicles financed numbered 83,626 units compared with 57,290 in the first five months of 1949. Of the 1950 used vehicle sales financed, 69,637 were passenger cars and 13,989 were commercial vehicles.

FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1949 (REVISED) - 1950

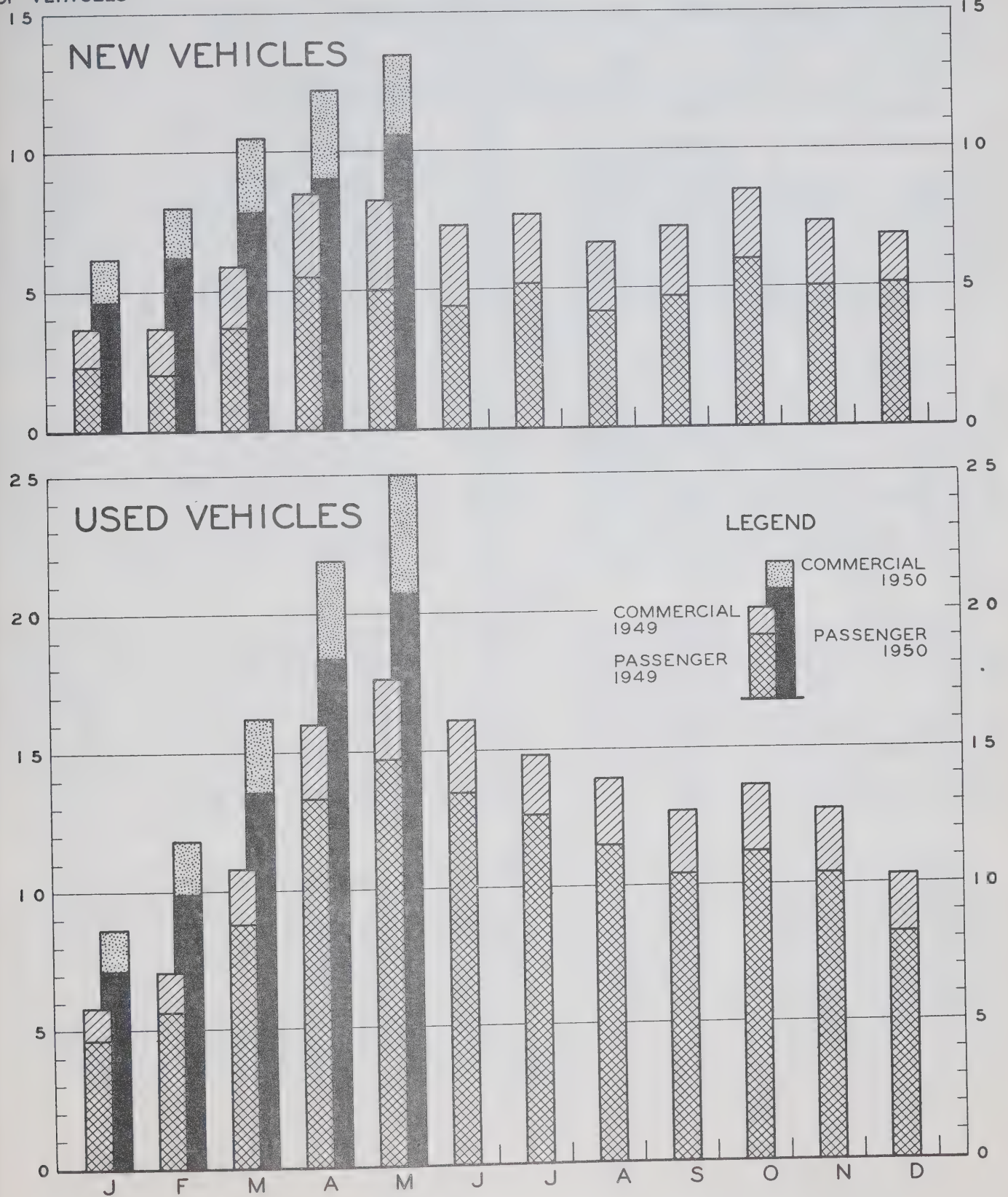
THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

TABLE 1.-NEW MOTOR VEHICLE SALES, BY PROVINCES

MAY 1949 AND 1950

Province	Number			Retail Value		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA (2)	28,385	40,582	+43.0	59,576,563	81,578,306	+36.9
Maritimes (2)	2,444	3,623	+48.2	4,905,511	7,042,316	+43.6
Quebec	5,008	7,696	+53.7	10,744,275	16,038,027	+49.3
Ontario	11,672	16,747	+43.5	24,039,183	33,738,797	+40.3
Manitoba	1,868	1,845	- 1.2	3,748,195	3,661,946	- 2.3
Saskatchewan	2,301	2,958	+28.6	4,645,742	5,793,049	+24.7
Alberta	2,521	3,520	+39.6	5,193,606	6,964,869	+34.1
British Columbia .	2,571	4,193	+63.1	6,300,051	8,339,302	+32.4
Passenger Cars						
CANADA (2)	19,692	30,409	+54.4	40,397,359	60,336,113	+49.4
Maritimes (2)	1,540	2,674	+73.6	3,100,687	5,200,983	+67.7
Quebec	3,365	5,723	+70.1	6,965,114	11,545,994	+65.8
Ontario	8,807	13,050	+48.2	18,103,357	26,225,811	+44.9
Manitoba	1,209	1,331	+10.1	2,459,680	2,666,404	+ 8.4
Saskatchewan	1,437	1,847	+28.5	2,883,847	3,676,910	+27.5
Alberta	1,539	2,370	+54.0	3,193,480	4,708,377	+47.4
British Columbia .	1,795	3,414	+90.2	3,691,194	6,311,634	+71.0
Trucks						
CANADA (2)	8,602	10,115	+17.6	17,343,235	20,155,179	+16.2
Maritimes (2)	904	947	+ 4.8	1,804,824	1,821,309	+ 0.9
Quebec	1,623	1,956	+20.5	3,401,832	4,151,749	+22.0
Ontario	2,846	3,686	+29.5	5,630,358	7,371,682	+30.9
Manitoba	659	514	-22.0	1,288,515	995,542	-22.7
Saskatchewan	857	1,111	+29.6	1,658,381	2,116,139	+27.6
Alberta	981	1,147	+16.9	1,993,581	2,196,185	+10.2
British Columbia .	732	754	+ 3.0	1,565,744	1,502,573	- 4.0
Buses						
CANADA (2)	91	58	-36.3	1,835,969	1,087,014	-40.8
Maritimes (2)	-	2	-	-	20,024	-
Quebec	20	17	-15.0	377,329	340,284	- 9.8
Ontario	19	11	-42.1	305,468	141,304	-53.7
Manitoba	-	-	-	-	-	-
Saskatchewan	7	-	-	103,514	-	-
Alberta	1	3	-	6,545	60,307	-
British Columbia .	44	25	-43.2	1,043,113	525,095	-49.7

(1) Revised.

(2) Includes Newfoundland.

TABLE 2.-NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA,⁽¹⁾ 1949 AND 1950

Month	Number			Retail Value		
	(2) 1949	1950	% Change, 1950/1949 %	(2) 1949 \$	1950 \$	% Change, 1950/1949 %

Total - Passenger Cars, Trucks, and Buses

January	11,838	26,742	+125.9	25,386,000	54,005,993	+112.7
February	15,301	29,709	+ 94.2	32,984,144	58,993,831	+ 78.9
March	25,054	34,653	+ 38.3	52,640,358	69,080,021	+ 31.2
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
January - May ..	109,892	168,092	+ 53.0	231,443,433	336,021,879	+ 45.2

Passenger Cars

January	6,537	20,920	+220.0	13,774,215	41,970,134	+204.7
February	8,833	23,483	+165.9	18,984,736	46,518,537	+145.0
March	17,401	27,064	+ 55.5	36,565,035	53,388,145	+ 46.0
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
January - May ..	73,227	129,517	+ 76.9	152,244,943	256,605,370	+ 68.5

Trucks

January	5,246	5,787	+ 10.3	10,611,415	11,316,901	+ 6.6
February	6,422	6,198	- 3.5	13,095,542	11,969,248	- 8.6
March	7,602	7,567	- 0.5	15,291,448	15,301,334	+ 0.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
January - May ..	36,347	38,403	+ 5.7	73,193,124	76,172,013	+ 4.1

Buses

January	55	35	- 36.4	1,000,370	718,958	- 28.1
February	46	28	- 39.1	903,866	506,046	- 44.0
March	51	22	- 56.9	783,875	390,542	- 60.2
April	75	29	- 61.3	1,481,286	541,936	- 63.4
May	91	58	- 36.3	1,835,969	1,087,014	- 40.8
January - May ...	318	172	- 45.9	6,005,366	3,244,496	- 46.0

(1) Including Newfoundland.

(2) Revised.

TABLE 5.- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change 1950/1949	1949 ⁽¹⁾	1950	% Change 1950/1949
			%	\$	\$	%

Total - Passenger Cars and Commercial Vehicles

January	3,677	6,165	* 67.7	5,311,377	8,488,084	* 59.8
February	3,658	8,056	*120.2	5,509,367	11,149,592	*102.4
March	5,857	10,502	* 79.3	8,453,498	14,406,669	* 70.4
April	8,504	12,201	* 43.5	11,999,880	16,800,236	* 40.0
May	8,222	13,448	* 63.6	11,819,237	18,477,964	* 56.3
Jan. - May	29,918	50,372	* 68.4	43,093,359	69,322,545	* 60.9

Passenger Cars

January.....	2,339	4,581	* 95.9	3,080,526	6,107,059	* 98.2
February	2,109	6,225	*195.2	2,962,916	8,260,811	*178.8
March	3,651	7,821	*114.2	5,053,312	10,331,393	*104.4
April	5,499	9,017	* 64.0	7,357,931	11,950,680	* 62.4
May	5,021	9,541	* 90.0	6,517,660	12,422,038	* 90.6
Jan. - May	18,619	37,185	* 99.7	24,972,345	49,071,981	* 96.5

Commercial Vehicles

January	1,338	1,584	* 18.4	2,230,851	2,381,025	* 6.7
February	1,549	1,831	* 18.2	2,546,451	2,888,781	* 13.4
March	2,206	2,681	* 21.5	3,400,186	4,075,276	* 19.9
April.....	3,005	3,184	* 6.0	4,641,949	4,849,556	* 4.5
May	3,201	3,907	* 22.1	5,301,577	6,050,926	* 14.2
Jan. - May	11,299	13,187	* 16.7	18,121,014	20,250,564	* 11.8

(1) Includes Newfoundland.

(2) Revised.

TABLE 6.- FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change 1950/1949	1949 ⁽¹⁾	1950	% Change 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
January	5,805	8,658	* 49.1	4,170,306	5,888,742	* 41.2
February	7,057	11,830	* 67.6	5,037,908	8,018,096	* 59.2
March	10,796	16,231	* 50.3	7,699,673	10,927,292	* 41.9
April	16,054	21,898	* 36.4	11,433,531	15,278,362	* 33.6
May	17,578	25,009	* 42.3	12,334,439	17,073,800	* 38.4
Jan. - May	57,290	83,626	* 46.0	40,675,857	57,186,256	* 40.6
Passenger Cars						
January	4,601	7,115	* 54.6	3,082,261	4,651,274	* 50.9
February	5,632	9,892	* 75.6	3,760,777	6,468,160	* 72.0
March	8,761	13,557	* 54.7	5,922,180	8,886,668	* 50.1
April	13,296	18,347	* 38.0	9,165,947	12,538,876	* 36.8
May	14,681	20,726	* 41.2	9,891,580	13,796,598	* 39.5
Jan. - May	46,971	69,637	* 48.3	31,822,745	46,341,576	* 45.6
Commercial Vehicles						
January	1,204	1,543	* 28.2	1,088,045	1,237,468	* 13.7
February	1,425	1,938	* 36.0	1,277,131	1,549,936	* 21.4
March	2,035	2,674	* 31.4	1,777,493	2,040,624	* 14.8
April	2,758	3,551	* 28.8	2,267,584	2,739,450	* 20.8
May	2,897	4,283	* 47.8	2,442,859	3,277,202	* 34.2
Jan. - May	10,319	13,989	* 35.6	8,853,112	10,844,680	* 22.5

(1) Includes Newfoundland.

(2) Revised.

TABLE 6.- FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change 1950/1949	1949 ⁽¹⁾	1950	% Change 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
January	5,805	8,658	* 49.1	4,170,306	5,888,742	* 41.2
February	7,057	11,830	* 67.6	5,037,908	8,018,096	* 59.2
March	10,796	16,231	* 50.3	7,699,673	10,927,292	* 41.9
April	16,054	21,898	* 36.4	11,433,531	15,278,362	* 33.6
May	17,578	25,009	* 42.3	12,334,439	17,073,800	* 38.4
Jan. - May	57,290	83,626	* 46.0	40,675,857	57,186,256	* 40.6
Passenger Cars						
January	4,601	7,115	* 54.6	3,082,261	4,651,274	* 50.9
February	5,632	9,892	* 75.6	3,760,777	6,468,160	* 72.0
March	8,761	13,557	* 54.7	5,922,180	8,886,668	* 50.1
April	13,296	18,347	* 38.0	9,165,947	12,538,876	* 36.8
May	14,681	20,726	* 41.2	9,891,580	13,796,598	* 39.5
Jan. - May	46,971	69,637	* 48.3	31,822,745	46,341,576	* 45.6
Commercial Vehicles						
January	1,204	1,543	* 28.2	1,088,045	1,237,468	* 13.7
February	1,425	1,938	* 36.0	1,277,131	1,549,936	* 21.4
March	2,035	2,674	* 31.4	1,777,493	2,040,624	* 14.8
April	2,758	3,551	* 28.8	2,267,584	2,739,450	* 20.8
May	2,897	4,283	* 47.8	2,442,859	3,277,202	* 34.2
Jan. - May	10,319	13,989	* 35.6	8,853,112	10,844,680	* 22.5

(1) Includes Newfoundland.

(2) Revised.

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Statistics Canada

Vol. 22

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No. 6

3

SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCINGJUNE 1950Sales of New Motor Vehicles

Canadians bought more new motor vehicles in June than in any other month on record. The new peak which had been established in May was exceeded by a wide margin. June sales of 45,814 new vehicles with a retail value of \$93,475,586 far outnumbered the 27,829 units which sold for \$57,546,107 in June 1949, both number and value increasing about two-thirds.

Passenger cars accounted for 35,145 of the total vehicles sold and sales of these were 75% greater in number in June this year than a year ago. The number of trucks sold in June (10,534) showed a gain of 36% over June a year ago.

Sales of new buses numbered 135 in June this year and 57 in June a year ago. The June increase followed a succession of decreases reported in earlier months of 1950.

At mid-year, the cumulative sales of new vehicles totalled 213,906, up 55% over the 137,721 new vehicles sold in the first half of 1949. The six-month total of new passenger car sales, 164,662, was 77% above that for the same period of 1949. Truck sales were up only 11%, while sales of new buses declined from 375 to 307, or 18%.

Financing of Motor Vehicle Sales

The operations of finance companies have been very greatly affected by the marked increase in new vehicle sales. In fact, with higher proportions of car sales being financed this year, the percentage increases in financing of new vehicles are much higher than those for sales of new cars.

New Vehicles. - New vehicle sales financed numbered 13,770 units with a financed value of \$19,305,068, increases of 89% in number and 85% in amount of financing over June 1949 when 7,272 new vehicle sales were financed to the extent of \$10,454,896.

By far the largest gain was that for new passenger cars, the number of units financed increasing 129% over June last year. New passenger car sales financed in June numbered 10,054 units compared with 4,394 in June a year ago.

In the six-month period of 1950, 64,142 new vehicles with a financed value of \$88,627,813 were sold under conditional sales agreements with finance companies. The increase over last year, when 37,190 vehicle sales were financed for \$53,548,255, amounted to 73% in number and 66% in volume of financing. Passenger cars showed an increase of 105% over January-to-June 1949, while a gain of 19% in number of commercial vehicles financed was recorded.

Used Vehicles. - There were 25,459 used vehicles financed in June to the extent of \$16,175,714, an increase of 58% in number and 48% in amount of financing over June a year ago.

Passenger car sales financed numbered 21,361, a gain of 59% over June 1949, while commercial vehicle financing rose 53% to 4,098 vehicles.

During the first six months of 1950, 109,085 used vehicle sales were financed, 49% more than in the first half of 1949. Of these, passenger cars numbered 90,998, while 18,087 were commercial vehicles.

Sales and Financing Compared

Table 9 shows the number of vehicle sales financed as a percentage of total sales for June and for the first six months of 1949 and 1950. This comparison indicates a somewhat higher proportion of sales financed in the current year.

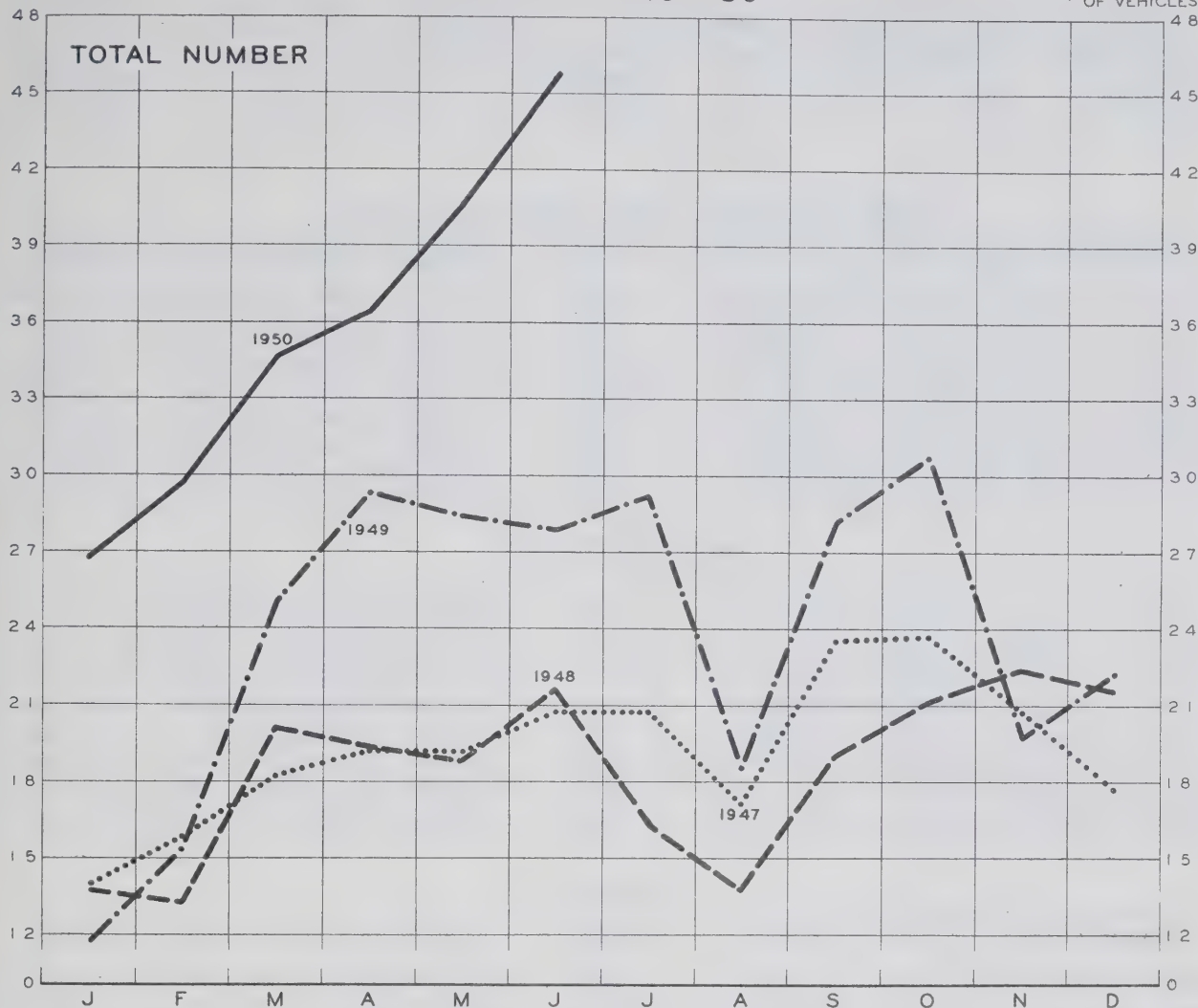
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NEW MOTOR VEHICLE SALES

1947-48-49-50

THOUSANDS
OF VEHICLES

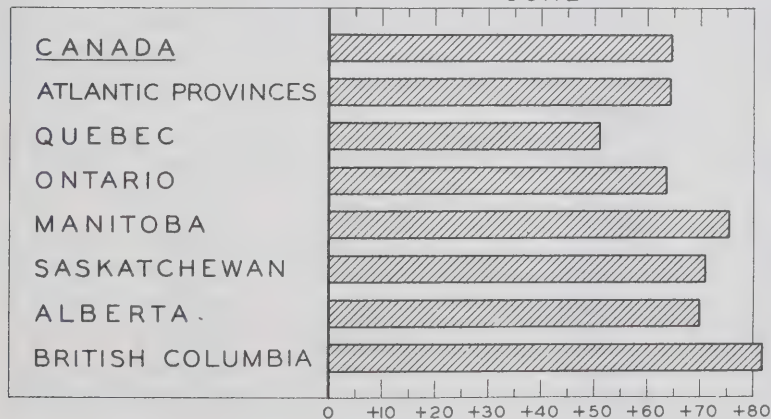
THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES

1950 / 1949

JUNE



JANUARY TO JUNE

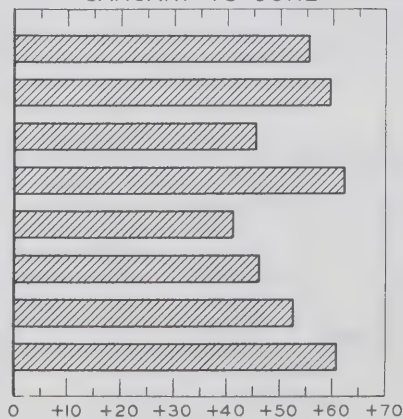


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

JUNE 1949 AND 1950

Province	Number			Retail Value		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA(2)...	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
Atlantic Provinces	2,278	3,741	+ 64.2	4,471,391	7,081,209	+ 58.4
Quebec	5,676	8,573	+ 51.0	11,993,306	18,137,513	+ 51.2
Ontario	11,218	18,361	+ 63.7	23,435,597	37,430,066	+ 59.7
Manitoba	1,570	2,754	+ 75.4	3,115,470	5,434,280	+ 74.4
Saskatchewan ...	1,901	3,251	+ 71.0	3,854,380	6,447,654	+ 67.3
Alberta	2,459	4,177	+ 69.9	5,051,911	8,444,503	+ 67.2
British Columbia.	2,727	4,957	+ 81.8	5,624,052	10,500,361	+ 86.7
Passenger Cars						
CANADA(2)...	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
Atlantic Provinces	1,559	2,932	+ 88.1	3,105,002	5,573,352	+ 79.5
Quebec	4,226	6,642	+ 57.2	8,739,173	13,352,035	+ 52.8
Ontario	8,399	14,565	+ 73.4	17,550,571	29,439,276	+ 67.7
Manitoba	1,137	1,937	+ 70.4	2,289,612	3,857,719	+ 68.5
Saskatchewan	1,187	2,091	+ 76.2	2,467,860	4,244,476	+ 72.0
Alberta	1,469	2,916	+ 98.5	3,097,380	5,785,488	+ 86.8
British Columbia.	2,058	4,062	+ 97.4	4,078,000	7,639,014	+ 87.3
Trucks						
CANADA(2)...	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
Atlantic Provinces	713	809	+ 13.5	1,350,903	1,507,857	+ 11.6
Quebec	1,435	1,879	+ 30.9	2,931,517	3,755,613	+ 28.1
Ontario	2,798	3,778	+ 35.0	5,514,879	7,729,981	+ 40.2
Manitoba	432	815	+ 88.7	813,558	1,542,371	+ 89.6
Saskatchewan ...	712	1,160	+ 62.9	1,353,404	2,203,178	+ 62.8
Alberta	988	1,251	+ 26.6	1,920,162	2,477,598	+ 29.0
British Columbia.	659	842	+ 27.8	1,341,716	1,695,743	+ 26.4
Buses						
CANADA(2)...	57	135	+136.8	992,370	2,671,885	+169.2
Atlantic Provinces	6	-	-	15,486	-	-
Quebec	15	52	+246.7	322,616	1,029,865	+219.2
Ontario	21	18	- 14.3	370,147	260,809	- 29.5
Manitoba	1	2	+100.0	12,300	34,190	+178.0
Saskatchewan ...	2	-	-	33,116	-	-
Alberta	2	10	+400.0	34,369	181,417	+427.9
British Columbia.	10	53	+430.0	204,336	1,165,604	+470.4

(1) Revised.

(2) Includes Newfoundland.

TABLE 2. - NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-JUNE, 1949 AND 1950

Province	Number			Retail Value		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
CANADA (2)	137,721	213,906	+ 55.3	288,989,540	429,497,465	+ 48.6
Atlantic Provinces	11,349	18,115	+ 59.6	22,667,267	34,694,623	+ 53.1
Quebec	26,457	38,470	+ 45.4	57,328,979	79,444,660	+ 38.6
Ontario	55,678	90,379	+ 62.3	116,143,802	182,328,737	+ 57.0
Manitoba	8,286	11,699	+ 41.2	16,692,359	22,996,943	+ 37.8
Saskatchewan	10,498	15,326	+ 46.0	21,613,427	30,202,837	+ 39.7
Alberta	12,454	19,017	+ 52.7	25,927,040	38,103,785	+ 47.0
British Columbia .	12,999	20,900	+ 60.8	28,616,666	41,725,880	+ 45.8
Passenger Cars						
CANADA (2)	93,262	164,662	+ 76.6	193,572,541	326,496,730	+ 68.7
Atlantic Provinces	7,058	13,726	+ 94.5	14,329,849	26,331,912	+ 83.8
Quebec	17,955	29,473	+ 64.1	37,756,535	59,786,229	+ 58.3
Ontario	40,052	72,958	+ 82.2	83,691,482	146,262,804	+ 74.8
Manitoba	5,373	8,762	+ 63.1	11,072,918	17,282,173	+ 56.1
Saskatchewan	6,235	9,751	+ 56.4	12,895,764	19,530,118	+ 51.4
Alberta	7,294	12,817	+ 75.7	15,166,329	25,540,080	+ 68.4
British Columbia .	9,295	17,175	+ 84.8	18,659,664	31,763,414	+ 70.2
Trucks						
CANADA (2)	44,084	48,937	+ 11.0	88,419,263	97,064,354	+ 9.8
Atlantic Provinces	4,281	4,379	+ 2.3	8,298,936	8,308,318	+ 0.1
Quebec	8,399	8,923	+ 6.2	17,636,301	18,206,313	+ 3.2
Ontario	15,528	17,357	+ 11.8	30,903,648	35,050,084	+ 13.4
Manitoba	2,912	2,935	+ 0.8	5,607,141	5,680,580	+ 1.3
Saskatchewan	4,232	5,575	+ 31.7	8,139,562	10,672,719	+ 31.1
Alberta	5,140	6,174	+ 20.1	10,374,520	12,076,446	+ 16.4
British Columbia .	3,592	3,594	+ 0.1	7,459,155	7,089,894	- 5.0
Buses						
CANADA (2)	375	307	- 18.1	6,997,736	5,916,381	- 15.5
Atlantic Provinces	10	10	(x)	38,482	54,393	+ 41.3
Quebec	103	74	- 28.2	1,936,143	1,452,118	- 25.0
Ontario	98	64	- 34.7	1,548,672	1,015,849	- 34.4
Manitoba	1	2	+100.0	12,300	34,190	+178.0
Saskatchewan	31	-	-	578,101	-	-
Alberta	20	26	+ 30.0	386,191	487,259	+ 26.2
British Columbia .	112	131	+ 17.0	2,497,847	2,872,572	+ 15.0

(x) Change less than 0.05 per cent.

(1) Revised.

(2) Includes Newfoundland.

TABLE 3. - NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, ⁽¹⁾ 1949 AND 1950

Month	Number			Retail Value		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars, Trucks, and Buses						
January	11,838	26,742	+125.9	25,386,000	54,005,993	+112.7
February	15,301	29,709	+ 94.2	32,984,144	58,993,831	+ 78.9
March	25,054	34,653	+ 38.3	52,640,358	69,080,021	+ 31.2
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
June	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
January - June	137,721	213,906	+ 55.3	288,989,540	429,497,465	+ 48.6
Passenger Cars						
January	6,537	20,920	+220.0	13,774,215	41,970,134	+204.7
February	8,833	23,483	+165.9	18,984,736	46,518,537	+145.0
March	17,401	27,064	+ 55.5	36,565,035	53,388,145	+ 46.0
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
June	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
January - June	93,262	164,662	+ 76.6	193,572,541	326,496,730	+ 68.7
Trucks						
January	5,246	5,787	+ 10.3	10,611,415	11,316,901	+ 6.6
February	6,422	6,198	- 3.5	13,095,542	11,969,248	- 8.6
March	7,602	7,567	- 0.5	15,291,448	15,301,334	+ 0.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
June	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
January - June	44,084	48,937	+ 11.0	88,419,263	97,084,354	+ 9.8
Buses						
January	55	35	- 36.4	1,000,370	718,958	- 28.1
February	46	28	- 39.1	903,866	506,046	- 44.0
March	51	22	- 56.9	783,875	390,542	- 60.2
April	75	29	- 61.3	1,481,286	541,936	- 63.4
May	91	58	- 36.3	1,835,969	1,087,014	- 40.8
June	57	135	+136.8	992,370	2,671,885	+169.2
January - June	375	307	- 18.1	6,997,736	5,916,381	- 15.5

(1) Includes Newfoundland.

(2) Revised.

TABLE 4. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change, 1950/1949	1949 ⁽²⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
January	3,677	6,165	+ 67.7	5,311,377	8,488,084	+ 59.8
February	3,658	8,056	+120.2	5,509,367	11,149,592	+102.4
March	5,857	10,502	+ 79.3	8,453,498	14,406,669	+ 70.4
April	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
May	8,222	13,448	+ 63.6	11,819,237	18,477,964	+ 56.3
June	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
January - June ..	37,190	64,142	+ 72.5	53,548,255	88,627,613	+ 65.5
Passenger Cars						
January	2,339	4,581	+ 95.9	3,080,526	6,107,059	+ 98.2
February	2,109	6,225	+195.2	2,962,916	8,260,811	+178.8
March	3,651	7,821	+114.2	5,053,312	10,331,393	+104.4
April	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
May	5,021	9,541	+ 90.0	6,517,660	12,422,038	+ 90.6
June	4,394	10,054	+128.8	5,806,088	13,347,509	+129.9
January - June ..	23,013	47,239	+105.3	30,778,433	62,419,490	+102.8
Commercial Vehicles						
January	1,338	1,584	+ 18.4	2,230,851	2,381,025	+ 6.7
February	1,549	1,831	+ 18.2	2,546,451	2,888,781	+13.4
March	2,206	2,681	+ 21.5	3,400,186	4,075,276	+19.9
April	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
May	3,201	3,907	+ 22.1	5,301,577	6,055,926	+14.2
June	2,878	3,716	+ 29.1	4,648,808	5,957,559	+28.2
January - June ..	14,177	16,903	+ 19.2	22,769,822	26,208,123	+15.1

(1) Includes Newfoundland.

(2) Revised.

TABLE 5 - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JUNE 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%

Total - Passenger Cars and Commercial Vehicles

CANADA (2)....	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
Atlantic Provinces	750	1,384	+ 84.5	1,009,685	1,879,576	+ 86.2
Quebec	1,597	3,000	+ 87.9	2,491,177	4,705,664	+ 88.9
Ontario	2,792	5,325	+ 90.7	3,729,394	7,152,064	+ 91.8
Manitoba	353	727	+105.9	506,583	1,009,574	+ 99.3
Saskatchewan	408	818	+100.5	527,993	1,073,617	+105.3
Alberta	635	1,216	+ 91.5	991,477	1,676,658	+ 69.1
British Columbia ..	737	1,300	+ 76.4	1,198,587	1,807,915	+ 50.8

Passenger Cars

CANADA (2)....	4,394	10,054	+128.8	5,806,088	13,347,509	+129.9
Atlantic Provinces	401	1,029	+156.6	505,212	1,307,997	+158.9
Quebec	1,033	2,121	+105.3	1,500,205	3,119,186	+107.9
Ontario	1,796	4,007	+123.1	2,276,302	5,132,182	+125.5
Manitoba	197	523	+165.5	260,677	684,349	+162.5
Saskatchewan	222	518	+133.3	278,709	656,395	+135.5
Alberta	308	841	+173.1	383,876	1,093,897	+185.0
British Columbia ..	437	1,015	+132.3	601,107	1,353,503	+125.2

Commercial Vehicles

CANADA (2) ...	2,878	3,716	+ 29.1	4,648,808	5,957,559	+ 28.2
Atlantic Provinces	349	355	+ 1.7	504,473	571,579	+ 13.3
Quebec	564	879	+ 55.9	990,972	1,586,478	+ 60.1
Ontario	996	1,318	+ 32.3	1,453,092	2,019,882	+ 39.0
Manitoba	156	204	+ 30.8	245,906	325,225	+ 32.3
Saskatchewan	186	300	+ 61.3	249,284	417,222	+ 67.4
Alberta	327	375	+ 14.7	607,601	582,761	- 4.1
British Columbia ..	300	285	- 5.0	597,480	454,412	- 23.9

(1) Revised.

(2) Includes Newfoundland.

TABLE 6. - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JUNE 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
CANADA (2) ..	16,133	25,459	+ 57.8	10,910,825	16,175,714	+ 48.3
Atlantic Provinces	1,237	2,478	+100.3	799,450	1,451,409	+ 81.6
Quebec	2,206	3,795	+ 72.0	1,793,645	2,778,575	+ 54.9
Ontario	8,675	12,354	+ 42.4	5,366,157	7,332,406	+ 36.6
Manitoba	615	1,160	+ 88.6	404,403	728,413	+ 80.1
Saskatchewan	564	1,173	+108.0	396,803	721,283	+ 81.8
Alberta	1,364	2,171	+ 59.2	1,020,375	1,470,340	+ 44.1
British Columbia .	1,472	2,328	+ 58.2	1,129,992	1,693,288	+ 49.8
Passenger Cars						
CANADA (2) ...	13,445	21,361	+ 58.9	8,829,096	13,132,858	+ 49.1
Atlantic Provinces	855	1,899	+122.1	543,842	1,061,265	+ 95.1
Quebec	1,713	3,009	+ 75.7	1,339,675	2,098,362	+ 56.6
Ontario	7,695	10,861	+ 41.1	4,717,779	6,345,485	+ 34.5
Manitoba	485	934	+ 92.6	310,422	574,978	+ 85.2
Saskatchewan	426	911	+113.8	295,897	553,016	+ 86.9
Alberta	1,046	1,741	+ 66.4	737,124	1,134,472	+ 53.9
British Columbia .	1,225	2,006	+ 63.8	884,357	1,395,280	+ 57.8
Commercial Vehicles						
CANADA (2) ...	2,688	4,098	+ 52.5	2,081,729	3,012,856	+ 44.7
Atlantic Provinces	382	579	+ 51.6	255,608	390,144	+ 52.6
Quebec	493	786	+ 59.4	453,970	680,213	+ 49.8
Ontario	980	1,493	+ 52.3	648,378	986,921	+ 52.2
Manitoba	130	226	+ 73.8	93,981	153,435	+ 63.3
Saskatchewan	138	262	+ 89.9	100,906	168,267	+ 66.8
Alberta	318	430	+ 35.2	283,251	335,868	+ 18.6
British Columbia .	247	322	+ 30.4	245,635	298,008	+ 21.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 7. - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES
JANUARY-TO-JUNE, 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
CANADA ⁽²⁾	37,190	64,142	+ 72.5	53,548,255	88,627,613	+ 65.5
Atlantic Provinces	3,908	6,202	+ 58.7	5,262,952	8,076,190	+ 53.5
Quebec	9,037	14,357	+ 58.9	14,184,072	21,924,078	+ 54.6
Ontario	14,294	24,961	+ 74.6	19,288,428	33,103,384	+ 71.6
Manitoba	1,672	3,207	+ 91.8	2,336,212	4,273,965	+ 82.9
Saskatchewan	1,753	3,581	+104.3	2,363,242	4,778,802	+102.2
Alberta	3,226	5,884	+ 82.4	4,872,062	8,185,719	+ 68.0
British Columbia .	3,300	5,950	+ 80.3	5,241,287	8,285,475	+ 58.1
Passenger Cars						
CANADA ⁽²⁾	23,013	47,239	+105.3	30,778,433	62,419,490	+102.8
Atlantic Provinces	2,153	4,526	+110.2	2,772,188	5,643,949	+103.6
Quebec	5,653	10,255	+ 81.4	8,416,244	14,947,941	+ 77.6
Ontario	9,566	19,352	+102.3	12,108,680	24,803,193	+104.8
Manitoba	977	2,327	+138.2	1,292,921	3,012,272	+133.0
Saskatchewan	950	2,302	+142.3	1,212,099	2,961,588	+144.3
Alberta	1,671	3,808	+127.9	2,118,434	4,891,691	+130.9
British Columbia .	2,043	4,669	+128.5	2,857,867	6,158,856	+115.5
Commercial Vehicles						
CANADA ⁽²⁾	14,177	16,903	+ 19.2	22,769,822	26,208,123	+ 15.1
Atlantic Provinces	1,755	1,676	- 4.5	2,490,764	2,432,241	- 2.3
Quebec	3,384	4,102	+ 21.2	5,767,828	6,976,137	+ 20.9
Ontario	4,728	5,609	+ 18.6	7,179,748	8,300,191	+ 15.6
Manitoba	695	880	+ 26.6	1,043,291	1,261,693	+ 20.9
Saskatchewan	803	1,279	+ 59.3	1,151,143	1,817,214	+ 57.9
Alberta	1,555	2,076	+ 33.5	2,753,628	3,294,028	+ 19.6
British Columbia .	1,257	1,281	+ 1.9	2,383,420	2,126,619	- 10.8

(1) Revised.

(2) Includes Newfoundland.

**TABLE 8. - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,
JANUARY-TO-JUNE, 1949 AND 1950**

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Total - Passenger Cars and Commercial Vehicles						
CANADA ...	73,423	109,085	+ 48.6	51,586,682	73,361,970	+ 42.2
Atlantic Provinces	5,773	10,301	+ 78.4	3,773,104	6,113,117	+ 62.0
Quebec	10,340	16,885	+ 63.3	8,822,835	13,061,737	+ 48.0
Ontario	39,839	52,849	+ 32.7	25,153,585	33,825,244	+ 34.5
Manitoba	2,516	4,607	+ 83.1	1,758,663	3,040,086	+ 72.9
Saskatchewan	1,969	4,429	+ 124.9	1,460,975	2,782,847	+ 90.5
Alberta	5,958	9,550	+ 60.3	4,744,681	6,811,618	+ 43.6
British Columbia .	7,028	10,464	+ 48.9	5,872,839	7,727,321	+ 31.6
Passenger Cars						
CANADA (2) ...	60,416	90,998	+ 50.6	40,651,841	59,504,434	+ 46.4
Atlantic Provinces	3,940	7,769	+ 97.2	2,456,809	4,492,039	+ 82.8
Quebec	7,753	13,215	+ 70.5	6,243,954	9,711,449	+ 55.5
Ontario	35,089	46,645	+ 32.9	21,814,466	29,501,864	+ 35.2
Manitoba	1,959	3,675	+ 87.6	1,299,426	2,366,186	+ 82.1
Saskatchewan	1,413	3,365	+ 138.1	1,026,218	2,070,143	+ 101.7
Alberta	4,430	7,378	+ 66.5	3,245,024	5,023,670	+ 54.8
British Columbia .	5,832	8,951	+ 53.5	4,565,944	6,339,083	+ 38.8
Commercial Vehicles						
CANADA (2) ...	13,007	18,087	+ 39.1	10,234,841	13,857,536	+ 26.7
Atlantic Provinces	1,833	2,532	+ 38.1	1,316,295	1,621,078	+ 23.2
Quebec	2,587	3,670	+ 41.9	2,578,881	3,350,288	+ 29.9
Ontario	4,750	6,204	+ 30.6	3,339,119	4,323,380	+ 29.5
Manitoba	557	932	+ 67.3	459,237	673,900	+ 46.7
Saskatchewan	556	1,064	+ 91.4	434,757	712,704	+ 63.9
Alberta	1,528	2,172	+ 42.1	1,499,657	1,787,948	+ 19.2
British Columbia .	1,196	1,513	+ 26.5	1,306,895	1,388,238	+ 6.2

(1) Revised.

(2) Includes Newfoundland.

TABLE 9. - NEW MOTOR VEHICLES - PERCENTAGE OF SALES FINANCED
JUNE, 1949 and 1950 and JANUARY - JUNE, 1949 and 1950

Province	June				January - June			
	Number		Value		Number		Value	
	(1) 1949	1950	(1) 1949	1950	(1) 1949	1950	(1) 1949	1950
	%	%	%	%	%	%	%	%

Total - Passenger Cars, Trucks, and Buses

CANADA (2)	26.1	30.1	18.2	20.7	27.0	30.0	18.5	20.6
Atlantic Provinces	32.9	16.6	22.6	11.4	34.4	34.2	23.2	23.3
Quebec	28.1	35.0	20.8	25.9	34.2	37.3	24.7	27.6
Ontario	24.9	29.0	15.9	19.1	25.7	27.6	16.6	18.2
Manitoba	22.5	26.4	16.3	18.6	20.2	27.4	14.0	18.6
Saskatchewan	9.2	25.2	6.1	16.7	16.7	23.4	10.9	15.8
Alberta	25.8	29.1	19.6	19.9	25.9	30.9	18.8	21.5
British Columbia .	27.0	26.2	21.3	17.2	25.4	28.5	18.3	19.9

Passenger Cars

CANADA (2) .	21.9	28.6	14.0	19.1	24.7	28.7	15.9	19.1
Atlantic provinces	25.7	15.4	16.3	10.1	30.5	33.0	19.5	21.4
Quebec	24.4	31.9	17.2	23.4	31.5	34.8	22.3	25.0
Ontario	21.4	27.5	13.0	17.4	23.9	26.5	14.5	17.0
Manitoba	17.3	27.0	11.4	17.7	18.2	26.6	11.7	17.4
Saskatchewan	8.0	24.8	4.9	15.5	15.2	23.6	9.4	15.2
Alberta	21.0	28.8	12.4	18.9	22.9	29.7	14.0	19.2
British Columbia .	21.2	25.0	14.7	17.7	22.0	27.2	15.3	19.4

Trucks and Buses

CANADA (2) .	36.9	34.8	28.7	25.3	31.9	34.3	23.9	25.4
Atlantic Provinces	48.5	20.7	36.9	16.1	40.9	38.2	29.9	29.1
Quebec	38.9	45.5	30.5	33.2	39.8	45.6	29.5	35.5
Ontario	35.3	34.7	24.7	25.3	30.3	32.2	22.1	23.0
Manitoba	36.0	25.0	29.8	20.6	23.9	30.0	18.6	22.1
Saskatchewan	11.2	25.9	8.3	18.9	18.8	22.9	13.2	17.0
Alberta	33.0	29.7	31.1	21.9	30.1	33.5	25.6	26.2
British Columbia .	44.8	31.8	38.6	15.9	33.9	34.4	23.9	21.3

(1) Revised.

(2) Includes Newfoundland.

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MERCHANDISING
BAROMETRICS FILE 'M'

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Industry and Merchandising Division

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29

SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCINGJULY 1950Sales of New Motor Vehicles

July sales of new motor vehicles fell slightly below the record volume reached in June, but remained well above July 1949 sales. A total of 44,045 new vehicles sold for \$89,407,580 in July 1950 represented a gain of slightly more than 50% over the 29,177 new vehicles retailed for \$59,294,941 in July 1949. Cumulative sales for the first seven months of 1950 numbered 257,951 vehicles, 55% above the January-to-July period of last year.

Passenger car sales numbered 33,137, a gain of 50% over July a year ago, with the year-to-date sales totalling 197,799, 72% above the first seven months of 1949.

The outstanding feature of the July figures was the 53% increase in number of trucks sold as compared with July last year, a much greater increase than was recorded for some months past. The July total for new trucks was 10,864 as compared with 7,084 in July a year ago and 10,534 in June this year. Cumulative sales for the first seven months of 1950 numbered 59,801, 17% above the 51,168 new trucks sold in the corresponding period of 1949.

There were 44 buses sold during July as compared with 36 in July a year ago and 135 in June this year.

Financing of Motor Vehicle Sales

New motor vehicle sales financed in July continued to advance and at a higher increase rate than sales. The gain in new passenger

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vehicle financing was considerably higher than that for used passenger cars.

New Vehicles--New vehicles financed in July numbered 14,168 as compared with 7,693 in July 1949. Of this number, passenger car financing accounted for 10,543 vehicles, a gain of 103% over July last year. A smaller but substantial increase of 45% brought July financing of commercial vehicles to 3,625 vehicles. Greater increases in number of new vehicles financed were reported for the Western Provinces than for Eastern Canada.

Used Vehicles--There were 24,291 used vehicles financed in July 1950, 64% more than in July a year ago. Of these, 20,623 were passenger cars and 3,668 commercial vehicles.

Financing and Sales of New Motor Vehicles Compared

The percentage of new vehicles sales financed by acceptance companies continues higher in 1950 than in 1949 particularly in the passenger car field. The following table shows these percentages for July 1949 and 1950, and for the period from January to July of both years.

Number of New Vehicles Financed as Percentage of

New Vehicle Sales, Canada, 1949 and 1950

	<u>1949</u>	<u>July</u>	<u>1950</u>	<u>January to July</u>	
	<u>%</u>		<u>%</u>	<u>1949</u>	<u>1950</u>
				<u>%</u>	<u>%</u>
Passenger cars ...	23.5		31.8	24.5	29.2
Commercial vehicles	35.2		33.2	32.3	34.1
Total	26.4		32.2	26.9	30.4

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FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1949 (REVISED) - 1950

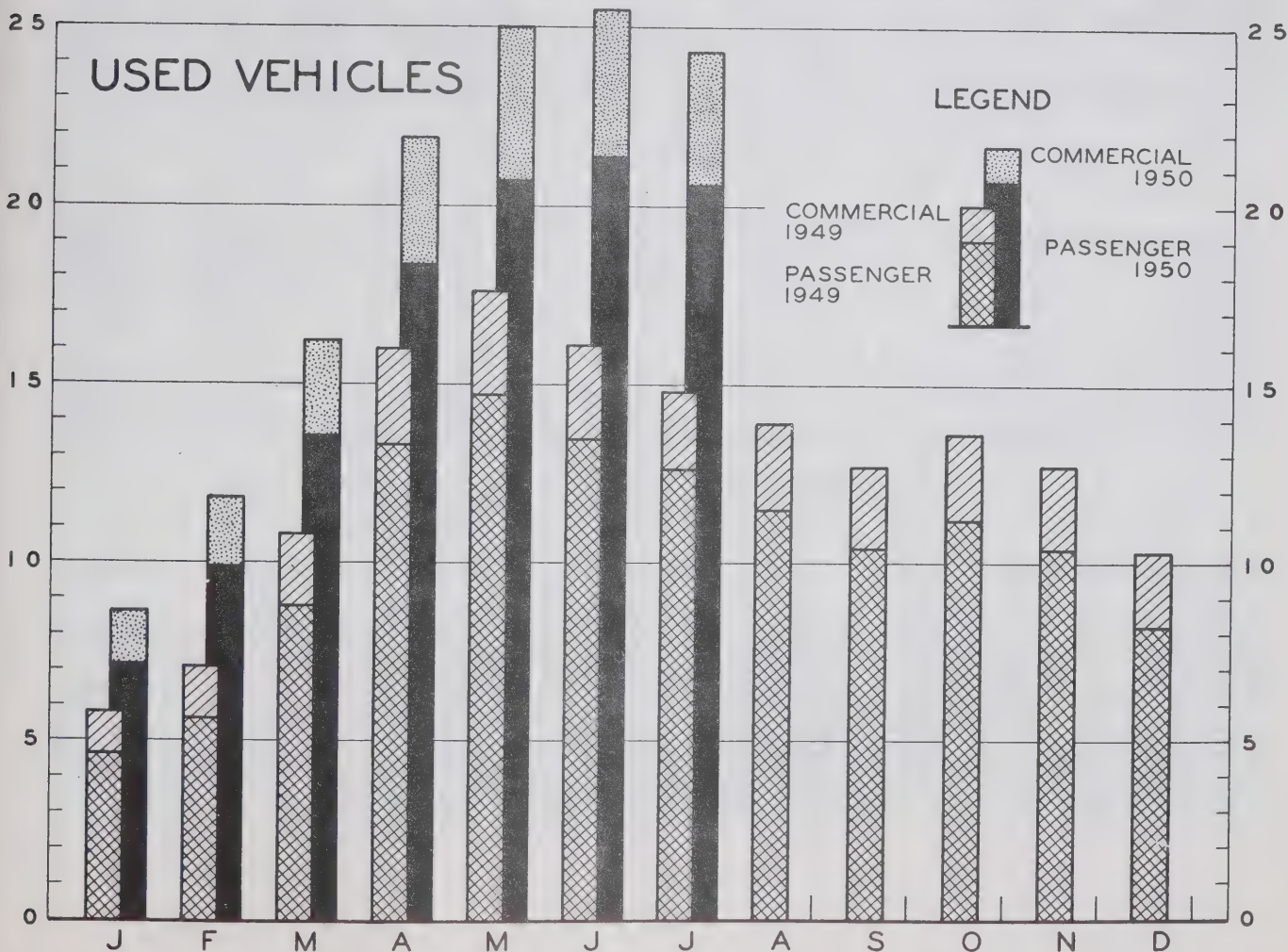
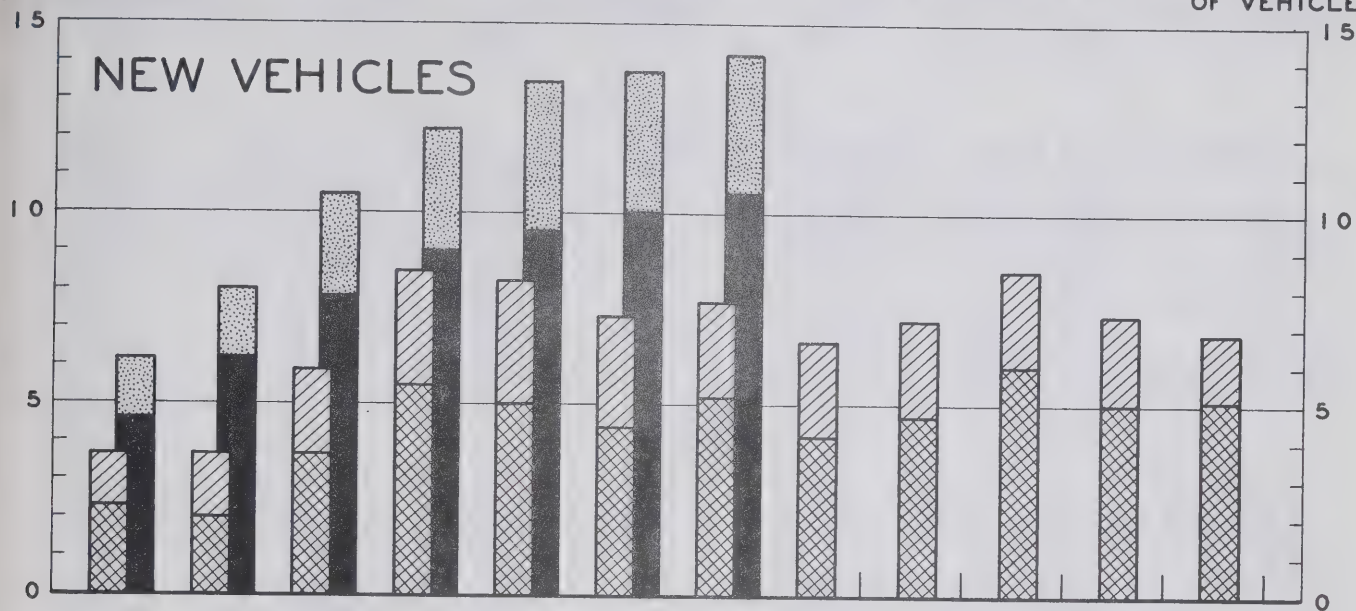
THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

JULY 1949 AND 1950

Province	Number			Retail Value		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
CANADA (2) ...	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
Atlantic Provinces	1,819	2,603	+ 43.1	3,646,920	5,004,095	+ 37.2
Quebec	3,684	6,106	+ 65.7	7,573,513	12,625,677	+ 66.7
Ontario	10,789	14,249	+ 32.1	21,943,676	29,098,186	+ 32.6
Manitoba	906	1,738	+ 91.8	1,895,523	3,499,702	+ 84.6
Saskatchewan	1,155	1,723	+ 49.2	2,349,917	3,591,910	+ 52.9
Alberta	1,293	2,607	+101.6	2,742,494	5,401,518	+ 97.0
British Columbia .	2,411	4,111	+ 70.5	4,757,830	7,985,938	+ 67.8
Trucks						
CANADA (2) ...	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
Atlantic Provinces	598	893	+ 49.3	1,163,735	1,704,973	+ 46.5
Quebec	1,037	1,837	+ 77.1	2,045,782	3,742,674	+ 82.9
Ontario	2,667	3,637	+ 36.4	5,164,615	7,352,283	+ 42.4
Manitoba	517	703	+ 36.0	998,227	1,346,672	+ 34.9
Saskatchewan	737	1,437	+ 95.0	1,391,319	2,650,826	+ 90.5
Alberta	921	1,450	+ 57.4	1,855,147	2,803,863	+ 51.1
British Columbia .	607	907	+ 49.4	1,164,731	1,860,717	+ 59.8
Buses						
CANADA (2) ...	36	44	+ 22.2	601,512	738,546	+ 22.8
Atlantic Provinces	3	1	- 66.7	7,800	7,276	- 6.7
Quebec	5	11	+120.0	85,564	198,681	+132.2
Ontario	14	28	+100.0	246,068	459,763	+ 86.8
Manitoba	-	-	-	-	-	-
Saskatchewan	-	-	-	-	-	-
Alberta	6	3	- 50.0	71,514	60,793	- 15.0
British Columbia .	8	1	- 87.5	190,566	12,033	- 93.7
Total - Passenger Cars, Trucks, and Buses						
CANADA (2)	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
Atlantic Provinces	2,420	3,497	+ 44.5	4,818,455	6,716,344	+ 39.4
Quebec	4,726	7,954	+ 68.3	9,704,859	16,567,032	+ 70.7
Ontario	13,470	17,914	+ 33.0	27,354,359	36,910,232	+ 34.9
Manitoba	1,423	2,441	+ 71.5	2,893,750	4,846,374	+ 67.5
Saskatchewan	1,892	3,160	+ 67.0	3,741,236	6,242,736	+ 66.9
Alberta	2,220	4,060	+ 82.9	4,669,155	8,266,174	+ 77.0
British Columbia .	3,026	5,019	+ 65.9	6,113,127	9,858,688	+ 61.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 2--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, ⁽¹⁾1949 AND 1950

Month	Number			Retail Value		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January ...	6,537	20,920	+220.0	13,774,215	41,970,134	+204.7
February ...	8,833	23,483	+165.9	18,984,736	46,518,537	+145.0
March	17,401	27,064	+ 55.5	36,565,035	53,388,145	+ 46.0
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
June	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
July	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
January-July	115,319	197,799	+ 71.5	238,482,414	393,703,756	+ 65.1
Trucks						
January ...	5,246	5,787	+ 10.3	10,611,415	11,316,901	+ 6.6
February ..	6,422	6,198	- 3.5	13,095,542	11,969,248	- 8.6
March	7,602	7,567	- 0.5	15,291,448	15,301,334	+ 0.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
June	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
July	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
January-July	51,168	59,801	+ 16.9	102,202,819	118,546,362	+ 16.0
Buses						
January ...	55	35	- 36.4	1,000,370	718,958	- 28.1
February ..	46	28	- 39.1	903,866	506,046	- 44.0
March	51	22	- 56.9	783,875	390,542	- 60.2
April	75	29	- 61.3	1,481,286	541,936	- 63.4
May	91	58	- 36.3	1,835,969	1,087,014	- 40.8
June	57	135	+136.8	992,370	2,671,885	+169.2
July	36	44	+ 22.2	601,512	738,546	+ 22.8
January-July	411	351	- 14.6	7,599,248	6,654,927	- 12.4
Total - Passenger Cars, Trucks, and Buses						
January ...	11,838	26,742	+125.9	25,386,000	54,005,993	+112.7
February ..	15,301	29,709	+ 94.2	32,984,144	58,993,831	+ 78.9
March	25,054	34,653	+ 38.3	52,640,358	69,080,021	+ 31.2
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
June	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
July	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
January-July	166,898	257,951	+ 54.6	348,284,481	518,905,045	+ 49.0

(1) Includes Newfoundland.

(2) Revised.

TABLE 3 - FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JULY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
CANADA (2)....	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
Atlantic Provinces	527	1,018	+ 93.2	667,025	1,337,436	+100.5
Quebec	1,269	2,278	+ 79.5	1,891,752	3,391,458	+ 79.3
Ontario	2,049	4,080	+ 99.1	2,597,073	5,351,341	+106.1
Manitoba	236	505	+114.0	306,596	640,545	+108.9
Saskatchewan	227	523	+130.4	274,441	679,389	+147.6
Alberta	355	915	+157.7	443,093	1,225,959	+176.7
British Columbia .	523	1,224	+134.0	704,934	1,682,845	+138.7
Commercial Vehicles						
CANADA (2)	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
Atlantic Provinces	315	313	- 0.6	437,371	450,634	+ 3.0
Quebec	574	808	+ 40.8	911,751	1,382,317	+ 51.6
Ontario	813	1,153	+ 41.8	1,143,305	1,730,690	+ 51.4
Manitoba	145	237	+ 63.4	200,448	305,014	+ 52.2
Saskatchewan	163	356	+118.4	222,884	510,728	+129.1
Alberta	284	472	+ 66.2	436,504	782,422	+ 79.2
British Columbia .	213	286	+ 34.3	343,405	491,596	+ 43.2
Total - Passenger Cars and Commercial Vehicles						
CANADA (2) ...	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
Atlantic Provinces	842	1,331	+ 58.1	1,104,396	1,788,070	+ 61.9
Quebec	1,843	3,086	+ 67.4	2,803,503	4,773,775	+ 70.3
Ontario	2,862	5,233	+ 82.8	3,740,378	7,082,031	+ 89.3
Manitoba	381	742	+ 94.8	507,044	945,559	+ 86.5
Saskatchewan	390	879	+125.4	497,325	1,190,117	+139.3
Alberta	639	1,387	+117.1	879,597	2,008,381	+128.3
British Columbia .	736	1,510	+105.2	1,048,339	2,174,441	+107.4

(1) Revised.

(2) Includes Newfoundland.

TABLE 4.- FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JULY 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949 %	(1) 1949	1950	% Change, 1950/1949 %
Passenger Cars						
CANADA (2)	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
Atlantic Provinces	907	1,591	+ 75.4	556,562	901,771	+ 62.0
Quebec	1,467	2,747	+ 87.3	1,168,800	1,966,843	+ 68.3
Ontario	7,431	10,615	+ 42.8	4,439,324	6,209,631	+ 39.9
Manitoba	413	992	+140.2	249,094	618,784	+148.4
Saskatchewan	300	820	+173.3	203,630	490,379	+140.8
Alberta	938	1,703	+ 81.6	689,271	1,104,015	+ 60.2
British Columbia .	1,154	2,155	+ 86.7	880,389	1,507,872	+ 71.3
Commercial Vehicles						
CANADA (2)	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
Atlantic Provinces	350	502	+ 43.4	238,393	309,668	+ 29.9
Quebec	390	680	+ 74.4	349,284	599,083	+ 71.5
Ontario	814	1,219	+ 49.8	582,567	838,199	+ 43.9
Manitoba	108	191	+ 76.9	102,004	125,507	+ 23.0
Saskatchewan	102	270	+164.7	80,686	173,886	+115.5
Alberta	255	442	+ 73.3	220,236	346,281	+ 57.2
British Columbia .	192	364	+ 89.6	183,222	292,577	+ 59.7
Total - Passenger Cars and Commercial Vehicles						
CANADA (2)	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
Atlantic Provinces	1,257	2,093	+ 66.5	794,955	1,211,439	+ 52.4
Quebec	1,857	3,427	+ 84.5	1,518,084	2,565,926	+ 69.0
Ontario	8,245	11,834	+ 43.5	5,021,891	7,047,830	+ 40.3
Manitoba	521	1,183	+127.1	351,098	744,291	+112.0
Saskatchewan	402	1,090	+171.1	284,316	664,265	+133.6
Alberta	1,193	2,145	+ 79.8	909,507	1,450,296	+ 59.5
British Columbia .	1,346	2,519	+ 87.1	1,063,611	1,800,449	+ 69.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 5.—FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA ⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January	2,339	4,581	+ 95.9	3,080,526	6,107,059	+ 98.2
February	2,109	6,225	+195.2	2,962,916	8,260,811	+178.8
March	3,651	7,821	+114.2	5,053,312	10,331,393	+104.4
April	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
May	5,021	9,541	+ 90.0	6,517,660	12,422,038	+ 90.6
June	4,394	10,054	+128.8	5,806,088	13,347,509	+129.9
July	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
January - July	28,199	57,782	+104.9	37,663,347	76,728,463	+103.7
Commercial Vehicles						
January	1,338	1,584	+ 18.4	2,230,851	2,381,025	+ 6.7
February	1,549	1,831	+ 18.2	2,546,451	2,888,781	+ 13.4
March	2,206	2,681	+ 21.5	3,400,186	4,075,276	+ 19.9
April	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
May	3,201	3,907	+ 22.1	5,301,577	6,055,926	+ 14.2
June	2,878	3,716	+ 29.1	4,648,808	5,957,559	+ 28.2
July	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
January - July	16,684	20,528	+ 23.0	26,465,490	31,861,524	+ 20.4
Total - Passenger Cars and Commercial Vehicles						
January	3,677	6,165	+ 67.7	5,311,377	8,488,084	+ 59.8
February	3,658	8,056	+120.2	5,509,367	11,149,592	+102.4
March	5,857	10,502	+ 79.3	8,453,498	14,406,669	+ 70.4
April	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
May	8,222	13,448	+ 63.6	11,819,237	18,477,964	+ 56.3
June	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
July	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
January - July	44,883	78,310	+ 74.5	64,128,837	108,589,987	+ 69.3

(1) Includes Newfoundland.

(2) Revised.

TABLE 6.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

9

CANADA (1), 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January	4,601	7,115	+ 54.6	3,082,261	4,651,274	+ 50.9
February	5,632	9,892	+ 75.6	3,760,777	6,468,160	+ 72.0
March	8,761	13,557	+ 54.7	5,922,180	8,886,668	+ 50.1
April	13,296	18,347	+ 38.0	9,165,947	12,538,876	+ 36.8
May	14,681	20,726	+ 41.2	9,891,580	13,796,598	+ 39.5
June	13,445	21,361	+ 58.9	8,829,096	13,162,058	+ 49.1
July	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
January - July	73,026	111,621	+ 52.9	48,838,911	72,303,729	+ 48.0
Commercial Vehicles						
January	1,204	1,543	+ 28.2	1,088,045	1,237,468	+ 13.7
February	1,425	1,938	+ 36.0	1,277,131	1,549,936	+ 21.4
March	2,035	2,674	+ 31.4	1,777,493	2,040,624	+ 14.8
April	2,758	3,551	+ 28.8	2,267,584	2,739,450	+ 20.8
May	2,897	4,283	+ 47.8	2,442,859	3,277,202	+ 34.2
June	2,688	4,098	+ 52.5	2,081,729	3,012,856	+ 44.7
July	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
January - July	15,218	21,755	+ 43.0	12,691,233	16,542,737	+ 30.3
Total - Passenger Cars and Commercial Vehicles						
January	5,805	8,658	+ 49.1	4,170,306	5,888,742	+ 41.2
February	7,057	11,830	+ 67.6	5,037,908	8,018,096	+ 59.2
March	10,796	16,231	+ 50.3	7,699,673	10,927,292	+ 41.9
April	16,054	21,898	+ 36.4	11,433,531	15,278,326	+ 33.6
May	17,578	25,009	+ 42.3	12,334,439	17,073,800	+ 38.4
June	16,133	25,459	+ 57.8	10,910,825	16,175,714	+ 48.3
July	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
January - July	88,244	133,376	+ 51.1	61,530,144	88,846,466	+ 44.4

(1) Includes Newfoundland.

(2) Revised.

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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

AUGUST 1950



Sales of New Motor Vehicles

While experiencing the usual seasonal decline from July, new motor vehicle sales in August continued well above the 1949 level. There were 32,371 new vehicles sold in August with a retail value of \$67,126,539, an increase of 74% in number and 81% in value over August last year when sales numbered 18,561 units valued at \$37,085,728. Cumulative sales for the first eight months of 1950 totalled 290,322 new vehicles, 57% above the number of new vehicles sold in the corresponding period of 1949.

Passenger car sales in August numbered 23,075, a gain of 76% over August a year ago when 13,083 new passenger cars were sold. The largest percentage increases occurred in Alberta and British Columbia where the number of vehicles sold increased 123% and 121% respectively.

Sales of trucks continued to expand, the August increase being the largest over 1949 so far this year. A total of 9,190 new trucks was sold in that month as compared with 5,458 in August last year, an increase of 68%, while the value of trucks sold increased 75%. Sales for the year to date numbered 68,991 trucks with a retail value of \$137,279,377, 22% in both number and value above the first eight months of 1949.

Bus sales in August this year numbered 106 as compared with 20 in August a year ago, bringing the total for the first eight months of the year to 457, up 6% from 1949 when 431 buses were sold in the period from January to August.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO
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Financing of Motor Vehicle Sales

Increases in number of new motor vehicle sales financed remained higher than increases in sales, while financing of new vehicles continued to advance at a higher rate than used car financing.

New Vehicles - There were 13,282 new motor vehicles financed to the amount of \$18,799,289 in August, 1950, almost double the 6,652 new vehicles financed for \$9,493,088 in August 1949. New passenger car financing advanced 120%, from 4,161 vehicles in August last year to 9,146 new cars in August 1950, while financing of commercial vehicles increased 66%, 4,136 vehicles being financed in August this year. Western Canada continued to record substantially higher rates of increase than the East.

Used Vehicles - Used vehicle financing rose 59% in number of vehicles, from 13,894 in August 1949 to 22,151 vehicles in the month under review. Of these, 18,327 were passenger cars and 3,824 were commercial vehicles. By far the largest percentage increase over August 1949 in used vehicle financing was recorded for Saskatchewan where the number advanced 204%.

Financing and Sales of New Motor Vehicles Compared

The percentage of new vehicle sales financed by acceptance companies amounted to 41.0% in August this year as compared with 35.8% in August a year ago. Passenger car financing was responsible for this increase, the percentages in this field advancing from 31.8% to 39.6%, whereas the percentage of commercial vehicle sales financed declined from 45.5% to 44.5% between August last year and this. The following table presents comparisons for August 1949 and 1950, and for the period from January to August of both years.

Number of New Vehicles Financed as Percentage of
New Vehicle Sales, Canada, 1949 and 1950

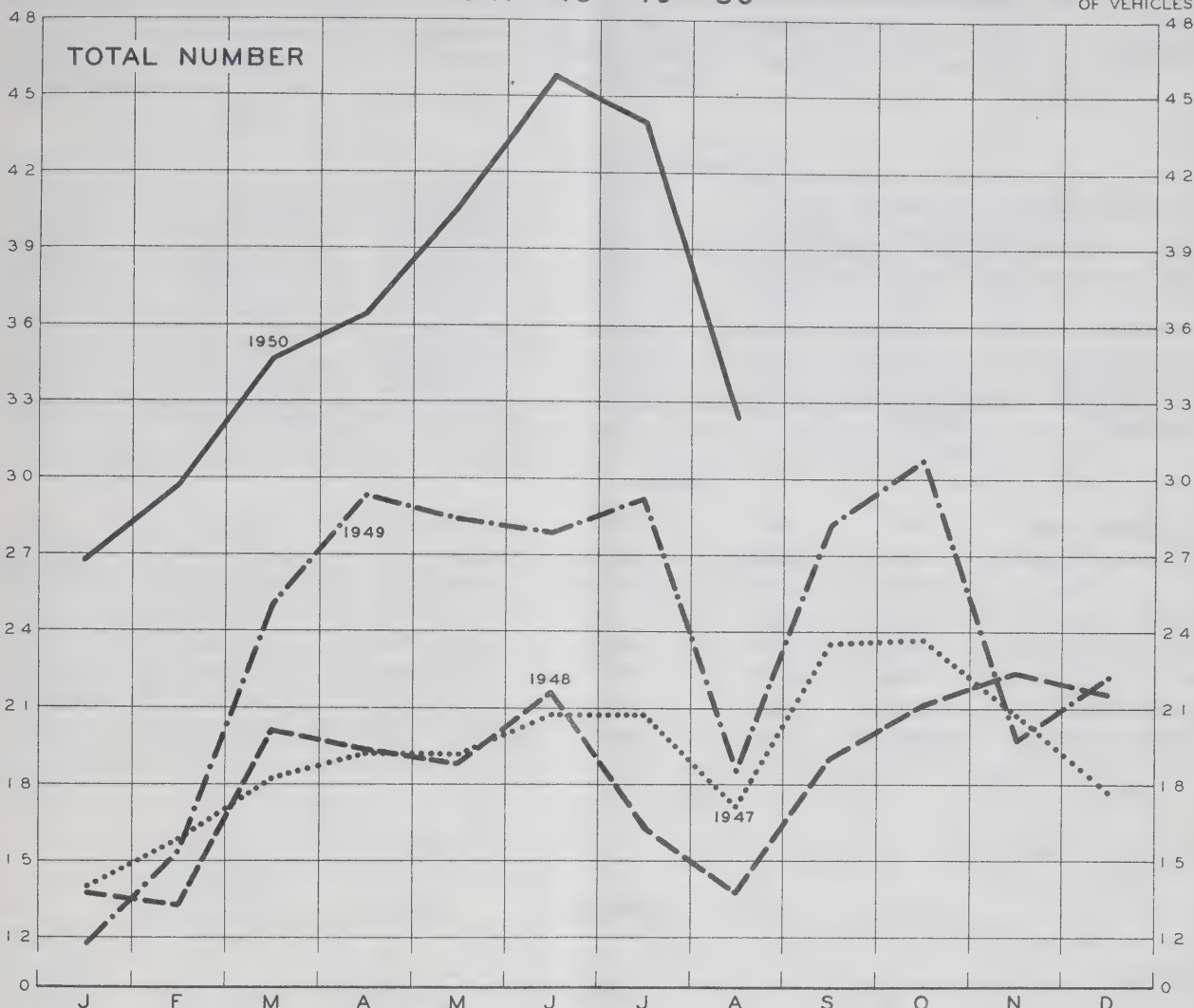
	<u>August</u>		<u>January to August</u>	
	<u>1949</u>	<u>1950</u>	<u>1949</u>	<u>1950</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Passenger cars	31.8	39.6	25.2	30.3
Commercial vehicles ..	45.5	44.5	33.6	35.5
Total	35.8	41.0	27.8	31.5

NEW MOTOR VEHICLE SALES

1947-48-49-50

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES

1950 / 1949

AUGUST

JANUARY TO AUGUST

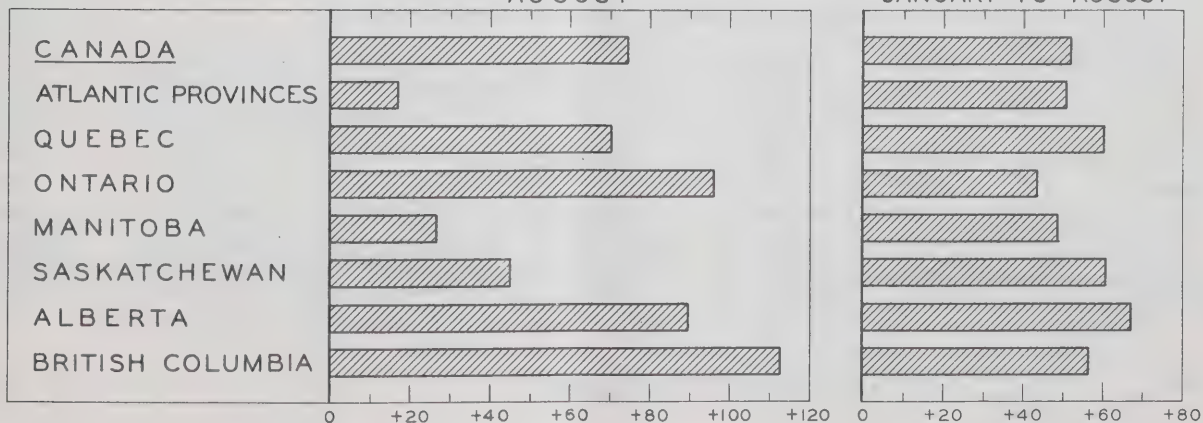


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

AUGUST 1949 AND 1950

Province	Number			Retail Value		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,364	1,757	+ 28.8	2,670,971	3,370,915	+ 26.2
Quebec	2,376	3,887	+ 63.6	4,729,994	8,120,100	+ 71.7
Ontario	5,598	10,392	+ 85.6	11,469,600	21,353,398	+ 86.2
Manitoba	787	1,110	+ 41.0	1,544,940	2,284,008	+ 47.8
Saskatchewan	812	1,178	+ 45.1	1,656,404	2,383,118	+ 43.9
Alberta	743	1,654	+122.6	1,480,104	3,353,944	+126.6
British Columbia .	1,403	3,097	+120.7	2,663,665	5,842,515	+119.3
CANADA(2)	13,083	23,075	+ 76.4	26,215,678	46,707,998	+ 78.2
Trucks						
Atlantic Provinces	587	528	- 10.1	1,095,177	1,046,201	- 4.5
Quebec	742	1,395	+ 88.0	1,566,386	3,141,128	+100.5
Ontario	1,325	3,140	+137.0	2,652,354	6,437,988	+142.7
Manitoba	624	670	+ 7.4	1,182,702	1,292,452	+ 9.3
Saskatchewan	953	1,380	+ 44.8	1,815,788	2,583,084	+ 42.3
Alberta	799	1,275	+ 59.6	1,581,492	2,521,830	+ 59.5
British Columbia .	428	802	+ 87.4	826,943	1,710,332	+106.8
CANADA(2) ...	5,458	9,190	+ 68.4	10,720,842	18,733,015	+ 74.7
Buses						
Atlantic Provinces	1	-	-	2,612	-	-
Quebec	1	36	-	10,400	500,461	-
Ontario	12	55	+358.3	94,396	912,821	-
Manitoba	-	9	-	-	141,615	-
Saskatchewan	-	-	-	-	-	-
Alberta	5	6	+ 20.0	33,279	130,629	+292.5
British Columbia .	1	-	-	8,521	-	-
CANADA(2) ...	20	106	+430.0	149,208	1,685,526	-
Total - Passenger Cars, Trucks, and Buses						
Atlantic Provinces	1,952	2,285	+ 17.1	3,768,760	4,417,116	+ 17.2
Quebec	3,119	5,318	+ 70.5	6,306,780	11,761,689	+ 86.5
Ontario	6,935	13,587	+ 95.9	14,216,350	28,704,207	+101.9
Manitoba	1,411	1,789	+ 26.8	2,727,642	3,718,075	+ 36.3
Saskatchewan	1,765	2,558	+ 44.9	3,472,192	4,966,202	+ 43.0
Alberta	1,547	2,935	+ 89.7	3,094,875	6,006,403	+ 94.1
British Columbia .	1,832	3,899	+112.8	3,499,129	7,552,847	+115.8
CANADA(2) ...	18,561	32,371	+ 74.4	37,085,728	67,126,539	+ 81.0

(1) Revised.

(2) Includes Newfoundland.

TABLE 2--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, (1) 1949 AND 1950

Month	Number			Retail Value		
	1949(2)	1950	% Change, 1950/1949	1949(2)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January	6,537	20,920	+220.0	13,774,215	41,970,134	+204.7
February	8,833	23,483	+165.9	18,984,736	46,518,537	+145.0
March	17,401	27,064	+ 55.5	36,565,035	53,388,145	+ 46.0
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
June	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
July	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
August	13,083	23,075	+ 76.4	26,215,678	46,707,998	+ 78.2
January-August	128,402	220,874	+ 72.0	264,698,092	440,411,754	+ 66.4
Trucks						
January	5,246	5,787	+ 10.3	10,611,415	11,316,901	+ 6.6
February	6,422	6,198	- 3.5	13,095,542	11,969,248	- 8.6
March	7,602	7,567	- 0.5	15,291,448	15,301,334	+ 0.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
June	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
July	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
August	5,458	9,190	+ 68.4	10,720,842	18,733,015	+ 74.7
January-August	56,626	68,991	+ 21.8	112,923,661	137,279,377	+ 21.6
Buses						
January	55	35	- 36.4	1,000,370	718,958	- 28.1
February	46	28	- 39.1	903,866	506,046	- 44.0
March	51	22	- 56.9	783,875	390,542	- 60.2
April	75	29	- 61.3	1,481,286	541,936	- 63.4
May	91	58	- 36.3	1,835,969	1,087,014	- 40.8
June	57	135	+136.8	992,370	2,671,885	+169.2
July	36	44	+ 22.2	601,512	738,546	+ 22.8
August	20	106	+430.0	149,208	1,685,526	+13.0 -
January-August	431	457	+ 6.0	7,748,456	8,340,453	+ 7.6
Total - Passenger Cars, Trucks, and Buses						
January	11,838	26,742	+125.9	25,386,000	54,005,993	+112.7
February	15,301	29,709	+ 94.2	32,984,144	58,993,831	+ 78.9
March	25,054	34,653	+ 38.3	52,640,358	69,080,021	+ 31.2
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
June	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
July	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
August	18,561	32,371	+ 74.4	37,085,728	67,126,539	+ 81.0
January-August	185,459	290,322	+ 56.5	385,370,209	586,031,584	+ 52.1

(1) Includes Newfoundland.

(2) Revised.

TABLE 3--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

AUGUST 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	436	876	+100.9	584,022	1,111,605	+ 90.3
Quebec	907	1,860	+105.1	1,376,172	2,791,044	+102.8
Ontario	1,663	3,323	+ 99.8	2,151,531	4,337,340	+101.6
Manitoba	163	378	+131.9	212,877	496,273	+133.1
Saskatchewan	195	509	+161.0	257,836	693,595	+165.1
Alberta	291	855	+193.8	377,390	1,155,892	+206.3
British Columbia .	506	1,345	+165.8	682,856	1,888,964	+176.6
CANADA(2)....	4,161	9,146	+119.8	5,642,684	12,464,713	+120.9
Commercial Vehicles						
Atlantic Provinces	217	308	+ 41.9	306,438	454,310	+ 48.3
Quebec	485	808	+ 66.6	862,188	1,393,027	+ 61.6
Ontario	812	1,072	+ 32.0	1,182,344	1,620,848	+ 37.1
Manitoba	150	324	+116.0	220,295	432,665	+ 96.4
Saskatchewan	235	595	+153.2	329,374	800,104	+142.9
Alberta	383	667	+ 74.2	597,736	1,045,048	+ 74.8
British Columbia .	209	362	+ 73.2	352,029	588,574	+ 67.2
CANADA(2)....	2,491	4,136	+ 66.0	3,850,404	6,334,576	+ 64.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	653	1,184	+ 81.3	890,460	1,565,915	+ 75.9
Quebec	1,392	2,668	+ 91.7	2,238,360	4,184,071	+ 86.9
Ontario	2,475	4,395	+ 77.6	3,333,875	5,958,188	+ 78.7
Manitoba	313	702	+124.3	433,172	928,938	+114.5
Saskatchewan	430	1,104	+156.7	587,210	1,483,699	+152.6
Alberta	674	1,522	+125.8	975,126	2,200,940	+125.7
British Columbia .	715	1,707	+138.7	1,034,885	2,477,538	+139.4
CANADA(2)....	6,652	13,282	+ 99.7	9,493,088	18,799,289	+ 98.0

(1) Revised.

(2) Includes Newfoundland.

TABLE 4--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

AUGUST 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
	Passenger Cars					
Atlantic Provinces	786	1,543	+ 96.3	504,891	859,223	+ 70.2
Quebec	1,329	2,457	+ 84.9	1,019,223	1,751,730	+ 71.9
Ontario	6,412	8,593	+ 34.0	3,854,975	5,233,495	+ 35.8
Manitoba	405	804	+ 98.5	241,145	499,013	+106.9
Saskatchewan	274	835	+204.7	177,538	522,562	+194.3
Alberta	913	1,743	+ 90.9	620,523	1,177,779	+ 89.8
British Columbia .	1,332	2,352	+ 76.6	984,647	1,647,263	+ 67.3
CANADA (2) ...	11,451	18,327	+ 60.0	7,402,942	11,691,065	+ 57.9
	Commercial Vehicles					
Atlantic Provinces	296	511	+117.6	199,067	306,293	+ 53.9
Quebec	437	632	+ 44.6	420,172	537,683	+ 28.0
Ontario	889	1,175	+ 32.1	608,064	807,456	+ 32.8
Manitoba	133	242	+ 82.0	95,363	146,658	+ 53.8
Saskatchewan	138	416	+201.4	100,979	273,424	+170.8
Alberta	327	504	+ 54.1	278,176	399,505	+ 43.6
British Columbia .	223	344	+ 54.2	202,234	302,845	+ 49.7
CANADA (2) ...	2,443	3,824	+ 36.1	1,904,055	2,773,864	+ 45.7
	Total - Passenger Cars and Commercial Vehicles					
Atlantic Provinces	1,082	2,054	+ 89.8	703,958	1,165,516	+ 65.6
Quebec	1,766	3,089	+ 74.9	1,439,395	2,289,413	+ 59.1
Ontario	7,301	9,768	+ 33.8	4,463,039	6,040,951	+ 35.4
Manitoba	538	1,046	+ 94.4	336,508	645,671	+ 91.9
Saskatchewan	412	1,251	+203.6	278,517	795,986	+185.8
Alberta	1,240	2,247	+ 81.2	898,699	1,577,284	+ 75.5
British Columbia .	1,555	2,696	+ 79.1	1,186,881	1,950,108	+ 64.3
CANADA (2) ...	13,894	22,151	+ 59.4	9,306,997	14,464,929	+ 55.4

(1) Revised.

(2) Includes Newfoundland.

TABLE 5--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change, 1950/1949	1949 ⁽²⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January	2,339	4,581	+ 95.9	3,080,526	6,107,059	+ 98.2
February	2,109	6,225	+195.2	2,962,916	8,260,811	+178.8
March	3,651	7,821	+114.2	5,053,312	10,331,393	+104.4
April	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
May	5,021	9,541	+ 90.0	6,517,660	12,422,038	+ 90.6
June	4,394	10,054	+128.8	5,806,088	13,347,509	+129.9
July	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
August	4,161	9,146	+119.8	5,642,684	12,464,713	+120.9
January-August .	32,360	66,928	+107.0	43,306,031	89,193,176	+106.0
Commercial Vehicles						
January	1,338	1,584	+ 18.4	2,230,851	2,381,025	+ 6.7
February	1,549	1,831	+ 18.2	2,546,451	2,888,781	+ 13.4
March	2,206	2,681	+ 21.5	3,400,186	4,075,276	+ 19.9
April	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
May	3,201	3,907	+ 22.1	5,301,577	6,055,926	+ 14.2
June	2,878	3,716	+ 29.1	4,648,808	5,957,559	+ 28.2
July	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
August	2,491	4,136	+ 66.0	3,850,404	6,334,576	+ 64.5
January-August .	19,175	24,664	+ 28.6	30,315,894	38,196,100	+ 26.0
Total - Passenger Cars and Commercial Vehicles						
January	3,677	6,165	+ 67.7	5,311,377	8,488,084	+ 59.8
February	3,658	8,056	+120.2	5,509,367	11,149,592	+102.4
March	5,857	10,502	+ 79.3	8,453,498	14,406,669	+ 70.4
April	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
May	8,222	13,448	+ 63.6	11,819,237	18,477,964	+ 56.3
June	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
July	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
August	6,652	13,282	+ 99.7	9,493,088	18,799,289	+ 98.0
January-August .	51,535	91,592	+ 77.7	73,621,925	127,389,276	+ 73.0

(1) Includes Newfoundland.

(2) Revised.

TABLE 6--FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949(2)	1950	% Change, 1950/1949	1949(2)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January	4,601	7,115	+ 54.6	3,082,261	4,651,274	+ 50.9
February	5,632	9,892	+ 75.6	3,760,777	6,468,160	+ 72.0
March	8,761	13,557	+ 54.7	5,922,180	8,886,668	+ 50.1
April	13,296	18,347	+ 38.0	9,165,947	12,538,876	+ 36.8
May	14,681	20,726	+ 41.2	9,891,580	13,796,598	+ 39.5
June	13,445	21,361	+ 58.9	8,829,096	13,162,858	+ 49.1
July	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
August	11,451	18,327	+ 60.0	7,402,942	11,691,065	+ 57.9
January-August .	84,477	129,948	+ 53.8	56,241,853	83,994,794	+ 49.3
Commercial Vehicles						
January	1,204	1,543	+ 28.2	1,088,045	1,237,468	+ 13.7
February	1,425	1,938	+ 36.0	1,277,131	1,549,936	+ 21.4
March	2,035	2,674	+ 31.4	1,777,493	2,040,624	+ 14.8
April	2,758	3,551	+ 28.8	2,267,584	2,739,450	+ 20.8
May	2,897	4,283	+ 47.8	2,442,859	3,277,202	+ 34.2
June	2,688	4,098	+ 52.5	2,081,729	3,012,856	+ 44.7
July	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
August	2,443	3,824	+ 56.5	1,904,055	2,773,864	+ 45.7
January-August .	17,661	25,579	+ 44.8	14,595,288	19,316,601	+ 32.3
Total - Passenger Cars and Commercial Vehicles						
January	5,805	8,658	+ 49.1	4,170,306	5,888,742	+ 41.2
February	7,057	11,830	+ 67.6	5,037,908	8,018,096	+ 59.2
March	10,796	16,231	+ 50.3	7,699,673	10,927,292	+ 41.9
April	16,054	21,898	+ 36.4	11,433,531	15,278,326	+ 33.6
May	17,578	25,009	+ 42.3	12,334,439	17,073,800	+ 38.4
June	16,133	25,459	+ 57.8	10,910,825	16,175,714	+ 48.3
July	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
August	13,894	22,151	+ 59.4	9,306,997	14,464,929	+ 55.4
January-August .	102,138	155,527	+ 52.3	70,837,141	103,311,395	+ 45.8

(1) Includes Newfoundland.

(2) Revised.

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MERCHANDISING
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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

SEPTEMBER 1950



Sales of New Motor Vehicles

September sales of new motor vehicles showed gains of 38% in number and 46% in value compared with September 1949. The increase was substantial but nevertheless lower than the average rate of increase for the previous eight months of 1950. There were 39,050 new vehicles sold in September 1950 at a retail value of \$82,952,096. In September a year ago, 28,239 new vehicles sold for \$56,656,841.

By far the most outstanding gain was recorded in British Columbia where sales totalled 4,516 vehicles valued at \$8,926,829, an increase of 94% in number and 102% in value over September 1949 when 2,326 vehicles sold for \$4,412,334.

Passenger cars and trucks shared alike in the increase. There were 28,215 new passenger cars with a retail value of \$60,020,515 sold in September this year. Increases over September 1949 amounted to 38% in number and 45% in value. New truck sales registered gains of 39% in number and 42% in value over September last year. Bus sales numbered 78 in September 1950 compared with 12 in September 1949.

In the first nine months of 1950, 329,372 new motor vehicles sold for \$668,983,680, surpassing 1949 number and value for the same period by 54% and 51% respectively. New passenger cars accounted for the major part of these increases, sales of 249,089 units with a retail value of \$500,432,269 being 67% in number and 64% in value higher than the sales in the corresponding period of 1949. Truck sales were up 24% in both number and value. Sales of new buses increased from 443 to 535, or 21%.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO

FINANCING OF MOTOR VEHICLE SALES

There were 30,178 new and used motor vehicles financed to the extent of \$28,999,935 in September 1950, an increase of 52% in number and 56% in amount of financing over September 1949 when 19,901 vehicles were financed to the extent of \$18,610,478.

New Vehicles--New vehicle sales financed in September 1950 numbered 11,311, an increase of 58% over the September 1949 total of 7,183. The amount of financing was \$16,623,440, 64% above the \$10,129,875 of September a year ago.

In the nine-month period of 1950, 102,903 new vehicles were financed for an amount of \$144,012,716. Increases over last year amounted to 75% in number and 72% in volume of financing. Passenger car financing was mainly responsible for the substantial increases in financing of new motor vehicles. The number of new passenger cars financed increased 101%, while the increase for new commercial vehicles financed amounted to 32%.

Used Vehicles--Substantial increases in the number of used vehicle sales financed were registered for both passenger car and commercial vehicles. Total used vehicle sales financed in September 1950 numbered 18,867, a gain of 48% over September 1949. Passenger cars financed numbered 15,127 units or 46% above September a year ago, while the number of commercial vehicle sales financed rose 61%.

Used vehicle sales financed during the first nine months of 1950 numbered 174,394, a gain of 52% over the corresponding period of 1949, while the amount of financing increased 46%, from \$79,317,744 to \$115,687,890.

Sales and Financing Compared

A comparison of sales and financing of new vehicles appears in Table 9 on page 12.

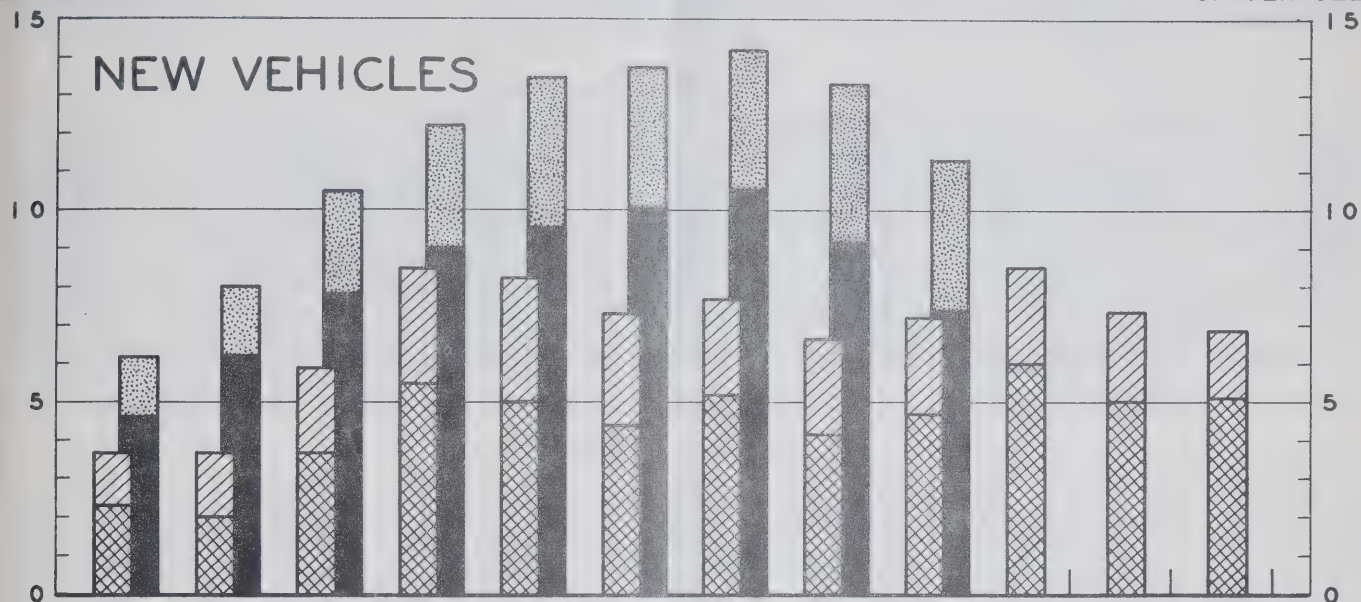
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FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1949 (REVISED) - 1950

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

NEW VEHICLES



USED VEHICLES

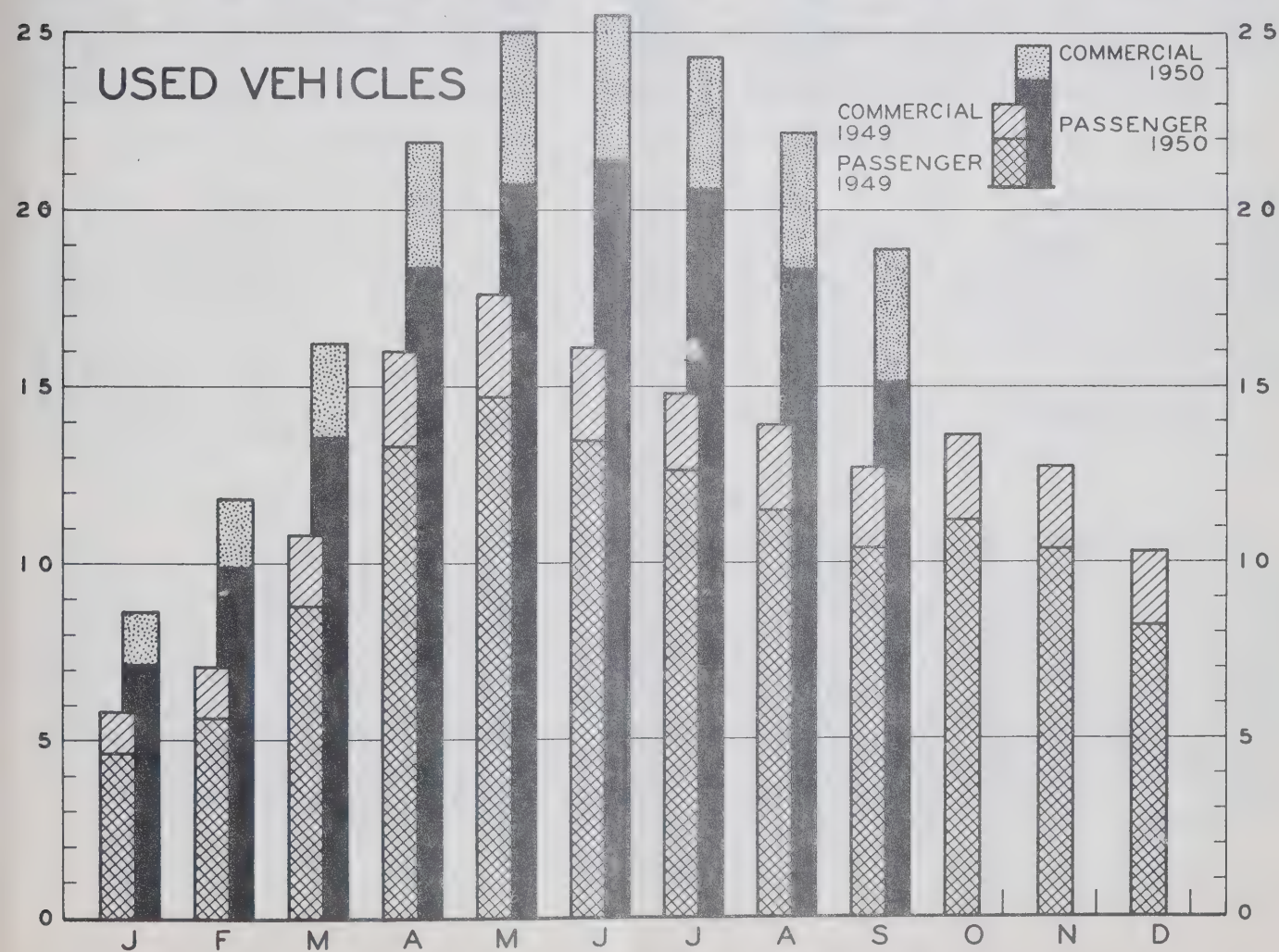


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

SEPTEMBER 1949 AND 1950

Province	Number			Retail Value		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,807	2,363	+ 30.8	3,604,809	4,739,570	+ 31.5
Quebec	3,770	4,571	+ 21.2	7,793,723	9,645,142	+ 23.8
Ontario	9,586	11,986	+ 25.0	19,479,972	26,771,396	+ 37.4
Manitoba	928	1,413	+ 52.3	1,884,145	2,962,784	+ 57.2
Saskatchewan	1,301	1,893	+ 45.5	2,672,426	3,950,773	+ 47.8
Alberta	1,309	2,302	+ 75.9	2,638,808	4,741,547	+ 79.7
British Columbia .	1,786	3,687	+106.4	3,377,187	7,209,303	+113.5
CANADA ⁽²⁾	20,487	28,215	+ 37.7	41,451,070	60,020,515	+ 44.8
Trucks						
Atlantic Provinces	640	864	+ 35.0	1,186,724	1,582,703	+ 33.4
Quebec	1,127	1,658	+ 47.1	2,334,878	3,639,969	+ 55.9
Ontario	2,664	3,882	+ 45.7	5,256,053	7,901,494	+ 50.3
Manitoba	631	723	+ 14.6	1,210,566	1,341,597	+ 10.8
Saskatchewan	1,059	1,482	+ 39.9	2,018,074	2,802,697	+ 38.9
Alberta	1,079	1,319	+ 23.3	2,093,993	2,573,529	+ 22.9
British Columbia .	540	829	+ 53.5	1,035,147	1,717,526	+ 65.9
CANADA ⁽²⁾	7,740	10,757	+ 39.0	15,135,435	21,559,515	+ 42.4
Buses						
Atlantic Provinces	5	3	- 40.0	13,132	43,682	+232.6
Quebec	-	56	-	-	1,041,708	-
Ontario	6	15	+150.0	50,609	222,264	+339.2
Manitoba	-	1	-	-	17,326	-
Saskatchewan	-	-	-	-	-	-
Alberta	1	3	+200.0	6,595	47,086	-
British Columbia .	-	-	-	-	-	-
CANADA ⁽²⁾	12	78	-	70,336	1,372,066	-
Total - Passenger Cars, Trucks, and Buses						
Atlantic Provinces	2,452	3,230	+ 31.7	4,804,665	6,365,955	+ 32.5
Quebec	4,897	6,285	+ 28.3	10,128,601	14,326,819	+ 41.4
Ontario	12,256	15,883	+ 29.6	24,786,634	34,895,154	+ 40.8
Manitoba	1,559	2,137	+ 37.1	3,094,711	4,321,707	+ 39.6
Saskatchewan	2,360	3,375	+ 43.0	4,690,500	6,753,470	+ 44.0
Alberta	2,389	3,624	+ 51.7	4,739,396	7,362,162	+ 55.3
British Columbia .	2,326	4,516	+ 94.2	4,412,334	8,926,829	+102.3
CANADA ⁽²⁾	28,239	39,050	+ 38.3	56,656,841	82,952,096	+ 46.4

(1) Revised.

(2) Includes Newfoundland.

TABLE 2--NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-SEPTEMBER, 1949 AND 1950

Province	Number			Retail Value		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	12,048	20,449	+69.7	24,252,549	39,446,492	+62.6
Quebec	27,785	44,037	+58.5	57,853,765	90,177,148	+55.9
Ontario	66,025	109,585	+66.0	136,584,730	223,485,784	+63.6
Manitoba	7,994	13,023	+62.9	16,397,526	26,028,667	+58.7
Saskatchewan	9,503	14,545	+53.1	19,574,511	29,455,919	+50.5
Alberta	10,639	19,380	+82.2	22,027,735	39,037,089	+77.2
British Columbia .	14,895	28,070	+88.5	29,458,346	52,801,170	+79.2
CANADA (2)	148,889	249,089	+67.3	306,149,162	500,432,269	+63.5
Trucks						
Atlantic Provinces	6,106	6,664	+ 9.1	11,744,572	12,642,195	+ 7.6
Quebec	11,305	13,813	+22.2	23,583,347	28,730,084	+21.8
Ontario	22,184	28,016	+26.3	43,976,670	56,741,849	+29.0
Manitoba	4,684	5,031	+ 7.4	8,998,636	9,661,301	+ 7.4
Saskatchewan	6,981	9,874	+41.4	13,364,743	18,709,326	+40.0
Alberta	7,939	10,218	+28.7	15,905,152	19,975,668	+25.6
British Columbia .	5,167	6,132	+18.7	10,485,976	12,378,469	+18.0
CANADA (2)	64,366	79,748	+23.9	128,059,096	158,838,892	+24.0
Buses						
Atlantic Provinces	19	14	-26.3	62,026	105,351	+69.8
Quebec	109	177	+62.4	2,032,107	3,192,968	+57.1
Ontario	130	162	+24.6	1,939,745	2,610,697	+34.6
Manitoba	1	12	-	12,300	193,131	-
Saskatchewan	31	-	-	578,101	-	-
Alberta	32	38	+18.8	497,579	725,767	+45.9
British Columbia .	121	132	+ 9.1	2,696,934	2,884,605	+ 7.0
CANADA (2)	443	535	+20.8	7,818,792	9,712,519	+24.2
Total - Passenger Cars, Trucks, and Buses						
Atlantic Provinces	18,173	27,127	+49.3	36,059,147	52,194,038	+44.7
Quebec	39,199	58,027	+48.0	83,469,219	122,100,200	+46.3
Ontario	88,339	137,763	+55.9	182,501,145	282,838,330	+55.0
Manitoba	12,679	18,066	+42.5	25,408,462	35,883,099	+41.2
Saskatchewan	16,515	24,419	+47.9	33,517,355	48,165,245	+43.7
Alberta	18,610	29,636	+59.2	38,430,466	59,738,524	+55.4
British Columbia .	20,183	34,334	+70.1	42,641,256	68,064,244	+59.6
CANADA (2)	213,698	329,372	+54.1	442,027,050	668,983,680	+51.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 3--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, ⁽¹⁾1949 AND 1950

Month	Number			Retail Value		
	1949 ⁽²⁾	1950	% Change, 1950/1949	1949 ⁽²⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March...	32,771	71,467	+118.1	69,323,986	141,876,816	+104.7
April	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
June	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
July	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
August	13,083	23,075	+ 76.4	26,215,678	46,707,998	+ 78.2
September	20,487	28,215	+ 37.7	41,451,070	60,020,515	+ 44.8
Jan. - Sept. ..	148,889	249,089	+ 67.3	306,149,162	500,432,269	+ 63.5
Trucks						
Jan. - March ..	19,270	19,552	+ 1.5	38,998,405	38,537,483	- 1.1
April	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
June	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
July	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
August	5,458	9,190	+ 68.4	10,720,842	18,733,015	+ 74.7
September	7,740	10,757	+ 39.0	15,135,435	21,559,515	+ 42.4
Jan. - Sept. ..	64,366	79,748	+ 23.9	128,059,096	158,838,892	+ 24.0
Buses						
Jan. - March ..	152	85	- 44.1	2,688,111	1,615,546	- 39.9
April	75	29	- 61.3	1,481,286	541,936	- 63.4
May	91	58	- 36.3	1,835,969	1,087,014	- 40.8
June	57	135	+136.8	992,370	2,671,885	+169.2
July	36	44	+ 22.2	601,512	738,546	+ 22.8
August	20	106	+430.0	149,208	1,685,526	-
September	12	78	-	70,336	1,372,066	-
Jan. - Sept. ..	443	535	+ 20.8	7,818,792	9,712,519	+ 24.2
Total - Passenger Cars, Trucks, and Buses						
Jan. - March ..	52,193	91,104	+ 74.6	111,010,502	182,079,845	+ 64.0
April	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
June	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
July	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
August	18,561	32,371	+ 74.4	37,085,728	67,126,539	+ 81.0
September	28,239	39,050	+ 38.3	56,656,841	82,952,096	+ 46.4
Jan. - Sept. ..	213,698	329,372	+ 54.1	442,027,050	668,983,680	+ 51.3

(1) Includes Newfoundland.

(2) Revised.

TABLE 4--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA (1), 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949(2)	1950	% Change, 1950/1949	1949(2)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March ...	8,099	18,627	+130.0	11,096,754	24,699,263	+122.6
April	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
May	5,021	9,541	+ 90.0	6,517,660	12,422,038	+ 90.6
June	4,394	10,054	+128.8	5,806,088	13,347,509	+129.9
July	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
August	4,161	9,146	+119.8	5,642,684	12,464,713	+120.9
September	4,659	7,386	+ 58.5	6,263,637	10,197,043	+ 62.8
Jan. - Sept.	37,019	74,314	+100.7	49,569,668	99,390,219	+100.5
Commercial Vehicles						
Jan. - March ...	5,093	6,096	+ 19.7	8,177,488	9,345,082	+ 14.3
April	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
May	3,201	3,907	+ 22.1	5,301,577	6,055,926	+ 14.2
June	2,878	3,716	+ 29.1	4,648,808	5,957,559	+ 28.2
July	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
August	2,491	4,136	+ 66.0	3,850,404	6,334,576	+ 64.5
September	2,524	3,925	+ 55.5	3,866,238	6,426,397	+ 66.2
Jan. - Sept.	21,699	28,589	+ 31.8	34,182,132	44,622,497	+ 30.5
Total - Passenger Cars and Commercial Vehicles						
Jan. - March ...	13,192	24,723	+ 87.4	19,274,242	34,044,345	+ 76.6
April	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
May	8,222	13,448	+ 63.6	11,819,237	18,477,964	+ 56.3
June	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
July	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
August	6,652	13,282	+ 99.7	9,493,088	18,799,289	+ 98.0
September	7,183	11,311	+ 57.5	10,129,875	16,623,440	+ 64.1
Jan. - Sept.	58,718	102,903	+ 75.2	83,751,800	144,012,716	+ 72.0

(1) Includes Newfoundland.

(2) Revised.

TABLE 5--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

SEPTEMBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	468	662	+ 41.5	616,593	863,099	+ 40.0
Quebec	1,050	1,667	+ 58.8	1,564,512	2,565,123	+ 64.0
Ontario	2,037	2,828	+ 38.8	2,641,911	3,748,894	+ 41.9
Manitoba	197	345	+ 75.1	257,194	459,312	+ 78.6
Saskatchewan	228	395	+ 73.2	288,171	549,205	+ 90.6
Alberta	299	555	+ 85.6	388,987	754,691	+ 94.0
British Columbia .	380	934	+145.8	506,269	1,256,719	+148.2
CANADA (2).....	4,659	7,386	+ 58.5	6,263,637	10,197,043	+ 62.8
Commercial Vehicles						
Atlantic Provinces	199	225	+ 13.1	255,132	324,085	+ 27.0
Quebec	472	777	+ 64.6	769,835	1,361,317	+ 76.8
Ontario	777	1,304	+ 67.8	1,225,315	2,112,233	+ 72.4
Manitoba	206	252	+ 22.3	268,275	352,921	+ 31.6
Saskatchewan	257	459	+ 78.6	348,693	648,250	+ 85.9
Alberta	414	621	+ 50.0	650,934	1,084,945	+ 66.7
British Columbia .	199	287	+ 44.2	348,054	542,646	+ 55.9
CANADA (2).....	2,524	3,925	+ 55.5	3,866,238	6,426,397	+ 66.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	667	887	+ 33.0	871,725	1,187,184	+ 36.2
Quebec	1,522	2,444	+ 60.6	2,334,347	3,926,440	+ 68.2
Ontario	2,814	4,132	+ 46.8	3,867,226	5,861,127	+ 51.6
Manitoba	403	597	+ 48.1	525,469	812,233	+ 54.6
Saskatchewan	485	854	+ 76.1	636,864	1,197,455	+ 88.0
Alberta	713	1,176	+ 64.9	1,039,921	1,839,636	+ 76.9
British Columbia .	579	1,221	+110.9	854,323	1,799,365	+110.6
CANADA (2).....	7,183	11,311	+ 57.5	10,129,875	16,623,440	+ 64.1

(1) Revised.

(2) Includes Newfoundland.

TABLE 6--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

SEPTEMBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949(1)	1950	% Change, 1950/1949 %	1949(1) \$	1950 \$	% Change, 1950/1949 %
Passenger Cars						
Atlantic Provinces	733	1,174	+ 60.2	431,526	637,169	+ 47.7
Quebec	1,178	2,073	+ 76.0	945,332	1,484,689	+ 57.1
Ontario	5,732	7,387	+ 28.9	3,372,863	4,411,860	+ 30.8
Manitoba	394	633	+ 60.7	288,484	401,168	+ 39.1
Saskatchewan	316	610	+ 93.0	223,085	397,369	+ 78.1
Alberta	954	1,338	+ 40.3	693,068	927,088	+ 33.8
British Columbia ..	1,085	1,912	+ 76.2	755,850	1,335,137	+ 76.6
CANADA (2).....	10,392	15,127	+ 45.6	6,710,208	9,594,480	+ 43.0
Commercial Vehicles						
Atlantic Provinces	318	487	+ 53.1	199,350	292,814	+ 46.9
Quebec	407	674	+ 65.6	386,848	580,890	+ 50.2
Ontario	794	1,120	+ 41.1	525,091	779,018	+ 48.4
Manitoba	126	268	+112.7	81,837	188,587	+130.4
Saskatchewan	156	349	+123.7	117,711	242,621	+106.1
Alberta	317	525	+ 65.6	261,111	441,015	+ 68.9
British Columbia ..	208	317	+ 52.4	198,447	257,070	+ 29.5
CANADA (2).....	2,326	3,740	+ 60.8	1,770,395	2,782,015	+ 57.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,051	1,661	+ 58.0	630,876	929,983	+ 45.3
Quebec	1,585	2,747	+ 73.3	1,332,180	2,065,579	+ 55.1
Ontario	6,526	8,507	+ 30.4	3,897,954	5,190,878	+ 33.2
Manitoba	520	901	+ 73.3	370,321	589,755	+ 59.3
Saskatchewan	472	959	+103.2	340,796	639,990	+ 87.8
Alberta	1,271	1,863	+ 46.6	954,179	1,368,103	+ 43.4
British Columbia ..	1,293	2,229	+ 72.4	954,297	1,592,207	+ 66.8
CANADA (2).....	12,718	18,867	+ 48.3	8,480,603	12,376,495	+ 45.9

(1) Revised.

(2) Includes Newfoundland.

TABLE 7--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-SEPTEMBER, 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	3,584	7,082	+ 97.6	4,639,828	8,956,089	+ 93.0
Quebec	8,879	16,060	+ 80.9	13,248,680	23,695,566	+ 78.9
Ontario	15,315	29,583	+ 93.2	19,499,195	38,240,768	+ 96.1
Manitoba	1,573	3,555	+126.0	2,069,588	4,608,402	+122.7
Saskatchewan	1,600	3,729	+133.1	2,032,547	4,873,777	+139.8
Alberta	2,616	6,133	+134.4	3,327,904	8,028,233	+141.2
British Columbia .	3,452	8,172	+136.7	4,751,926	10,987,384	+131.2
CANADA ⁽²⁾	37,019	74,314	+100.7	49,569,668	99,390,219	+100.5
Commercial Vehicles						
Atlantic Provinces	2,486	2,522	+ 1.4	3,489,705	3,661,270	+ 4.9
Quebec	4,915	6,495	+ 32.1	8,311,602	11,112,798	+ 33.7
Ontario	7,130	9,138	+ 28.2	10,730,712	13,763,962	+ 28.3
Manitoba	1,196	1,693	+ 41.6	1,732,309	2,352,293	+ 35.8
Saskatchewan	1,458	2,689	+ 84.4	2,052,094	3,776,296	+ 84.0
Alberta	2,636	3,836	+ 45.5	4,438,802	6,206,443	+ 39.8
British Columbia .	1,878	2,216	+ 18.0	3,426,908	3,749,435	+ 9.4
CANADA ⁽²⁾	21,699	28,589	+ 31.8	34,182,132	44,622,497	+ 30.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	6,070	9,604	+ 58.2	8,129,533	12,617,359	+ 55.2
Quebec	13,794	22,555	+ 63.5	21,560,282	34,808,364	+ 61.4
Ontario	22,445	38,721	+ 72.5	30,229,907	52,004,730	+ 72.0
Manitoba	2,769	5,248	+ 89.5	3,801,897	6,960,695	+ 83.1
Saskatchewan	3,058	6,418	+109.9	4,084,641	8,650,073	+111.8
Alberta	5,252	9,969	+ 89.8	7,766,706	14,234,676	+ 83.3
British Columbia .	5,330	10,388	+ 94.9	8,178,834	14,736,819	+ 80.2
CANADA ⁽²⁾	58,718	102,903	+ 75.2	83,751,800	144,012,716	+ 72.0

(1) Revised.

(2) Includes Newfoundland.

**TABLE 8--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,
JANUARY-TO-SEPTEMBER, 1949 AND 1950**

Province	Number of Vehicles			Amount of Financing		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	6,366	12,077	+ 89.7	3,949,788	6,890,202	+ 74.4
Quebec	11,727	20,492	+ 74.7	9,377,309	14,914,711	+ 59.1
Ontario	54,664	73,240	+ 34.0	33,481,628	45,356,850	+ 35.5
Manitoba	3,171	6,104	+ 92.5	2,078,149	3,885,151	+ 87.0
Saskatchewan	2,303	5,630	+144.5	1,630,471	3,480,453	+113.5
Alberta	7,235	12,162	+ 68.1	5,247,886	8,232,552	+ 56.9
British Columbia .	9,403	15,370	+ 63.5	7,186,830	10,829,355	+ 50.7
CANADA (2).....	94,869	145,075	+ 52.9	62,952,061	93,589,274	+ 48.7
Commercial Vehicles						
Atlantic Provinces	2,797	4,032	+ 44.2	1,953,105	2,529,853	+ 29.5
Quebec	3,821	5,656	+ 48.0	3,735,185	5,067,944	+ 35.7
Ontario	7,247	9,718	+ 34.1	5,054,841	6,748,053	+ 33.5
Manitoba	924	1,633	+ 76.7	738,441	1,134,652	+ 53.7
Saskatchewan	952	2,099	+120.5	734,133	1,402,635	+ 91.1
Alberta	2,427	3,643	+ 50.1	2,259,180	2,974,749	+ 31.7
British Columbia .	1,819	2,538	+ 39.5	1,890,798	2,240,730	+ 18.5
CANADA (2).....	19,987	29,319	+ 46.7	16,365,683	22,098,616	+ 35.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	9,163	16,109	+ 75.8	5,902,893	9,420,055	+ 59.6
Quebec	15,548	26,148	+ 68.2	13,112,494	19,982,655	+ 52.4
Ontario	61,911	82,958	+ 34.0	38,536,469	52,104,903	+ 35.2
Manitoba	4,095	7,737	+ 88.9	2,816,590	5,019,803	+ 78.2
Saskatchewan	3,255	7,729	+137.5	2,364,604	4,883,088	+106.5
Alberta	9,662	15,805	+ 63.6	7,507,066	11,207,301	+ 49.3
British Columbia .	11,222	17,908	+ 59.6	9,077,628	13,070,085	+ 44.0
CANADA (2).....	114,856	174,394	+ 51.8	79,317,744	115,687,890	+ 45.9

(1) Revised.

(2) Includes Newfoundland.

TABLE 9--NEW MOTOR VEHICLES - PERCENTAGE OF SALES FINANCED

SEPTEMBER 1949 AND 1950 and JANUARY-SEPTEMBER 1949 AND 1950

Province	September				January-September			
	Number		Value		Number		Value	
	(1)		(1)		(1)		(1)	
	1949	1950	1949	1950	1949	1950	1949	1950
	%	%	%	%	%	%	%	%
Passenger Cars								
Atlantic Provinces.	25.9	28.0	17.1	18.2	29.7	34.6	19.1	22.7
Quebec	27.9	36.5	20.1	26.6	32.0	36.5	22.9	26.3
Ontario	21.2	23.6	13.6	14.0	23.2	27.0	14.3	17.1
Manitoba	21.2	24.4	13.7	15.5	19.7	27.3	12.6	17.7
Saskatchewan	17.5	20.9	10.8	13.9	16.8	25.6	10.4	16.5
Alberta	22.8	24.1	14.7	15.9	24.6	31.6	15.1	20.6
British Columbia ..	21.3	25.3	15.0	17.4	23.2	29.1	16.1	20.8
CANADA (2)	22.7	26.2	15.1	17.0	24.9	29.8	16.2	19.9
Trucks and Buses								
Atlantic Provinces.	30.9	26.0	21.3	19.9	40.6	37.8	29.6	28.7
Quebec	41.9	45.3	33.0	29.1	43.1	46.4	32.4	34.8
Ontario	29.1	33.5	23.1	26.0	32.0	32.4	23.4	23.2
Manitoba	32.6	34.8	22.2	26.0	25.5	33.6	19.2	23.9
Saskatchewan	24.3	31.0	17.3	23.1	20.8	27.2	14.7	20.2
Alberta	38.3	47.0	31.0	41.4	33.1	37.4	27.1	30.0
British Columbia ..	36.9	34.6	33.6	31.6	35.5	35.4	26.0	24.6
CANADA (2)	32.6	36.2	25.4	28.0	33.5	35.6	25.2	26.5
Total - Passenger Cars, Trucks, and Buses								
Atlantic Provinces.	27.2	27.5	18.1	18.6	33.4	35.4	22.5	24.2
Quebec	31.1	38.9	23.0	27.4	35.2	38.9	25.8	28.5
Ontario	23.0	26.0	15.6	16.8	25.4	28.1	16.6	18.4
Manitoba	25.8	27.9	17.0	18.8	21.8	29.0	15.0	19.4
Saskatchewan	20.6	25.3	13.6	17.7	18.5	26.3	12.2	18.0
Alberta	29.8	32.5	21.9	25.0	28.2	33.6	20.2	23.8
British Columbia ..	24.9	27.0	19.4	20.2	26.4	30.3	19.2	21.7
CANADA (2)	25.4	29.0	17.9	20.0	27.5	31.2	18.9	21.5

(1) Revised.

(2) Includes Newfoundland.

63-007

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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

OCTOBER 1950



New Motor Vehicle Sales

Motor vehicle sales dipped sharply downward in October. Sales were 17% higher than in October 1949, but this increase was well below those for other months of the year. The cumulative gain for 10 months was 49%. October sales numbered 35,779 with a retail value of \$74,115,045 this year and 30,722 valued at \$61,593,903 in 1949.

Ontario sales were up only 7% in October.

Of the total number of new vehicles sold in October 1950, passenger cars accounted for 26,281 units with a retail value of \$54,199,768, a gain of 17% in number and 20% in value over October 1949. There were 9,458 new trucks sold for \$19,091,085 in October this year, 16% in number and 19% in value higher than the 8,151 new trucks which sold for \$16,114,261 in October a year ago. Bus sales increased from 23 buses valued at \$389,802 in October 1949 to 40 buses valued at \$824,192 in the month under review.

Sales of new motor vehicles in the first 10 months of 1950 numbered 365,151, exceeding the 244,420 new vehicles sold in the corresponding period of 1949 by 49%. Passenger car sales in the 10-month period numbered 275,370, up 61% over the 171,437 new cars sold in the same months of 1949, while the increases in number of both trucks and buses amounted to 23%. There were 89,206 new trucks and 575 new buses sold during the first 10 months of 1950.

Financing of Motor Vehicle Sales

New Vehicles--Increases in financing of new vehicle sales also showed a falling off in October. There were 11,919 new vehicle sales

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO

Financing of Motor Vehicle Sales (cont'd)

financed to the amount of \$17,553,920 in October 1950, an increase of 40% in number and 52% in amount of financing from October 1949 when 8,543 new vehicles were financed for \$11,557,419.

Cumulative figures for the first 10 months of 1950 show 114,822 new motor vehicles financed for \$161,566,636, up 71% in number and 70% in amount of financing from the corresponding period of 1949 when 67,261 new vehicle sales were financed to the extent of \$95,309,219.

Financing of new passenger cars increased 38% in number and 51% in amount of financing, while commercial vehicle financing was up 44% in number and 55% in amount.

Used Vehicles-- Used vehicle sales financed numbered 19,735 in October 1950, 45% more than were financed in October a year ago. Passenger cars accounted for 16,047 of the total used vehicles financed as compared with 11,189 in October 1949, a gain of 43%, while used commercial vehicle sales financed advanced 54% from 2,403 in October last year to 3,688 in October of the current year.

The year-to-date increase in number of used vehicle sales financed amounted to 51%, the total for the first 10 months of 1950 amounting to 194,129 as compared with 128,448 for 1949.

Sales and Financing of New Motor Vehicles Compared

Number of New Vehicles Financed as Percentage of

New Vehicle Sales, Canada, 1949 and 1950

	<u>October</u>		<u>January to October</u>	
	<u>1949</u>	<u>1950</u>	<u>1949</u>	<u>1950</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Passenger cars.....	26.7	31.6	25.1	30.0
Commercial vehicles..	30.8	38.2	33.2	35.9
Total.....	27.8	33.3	27.5	31.4

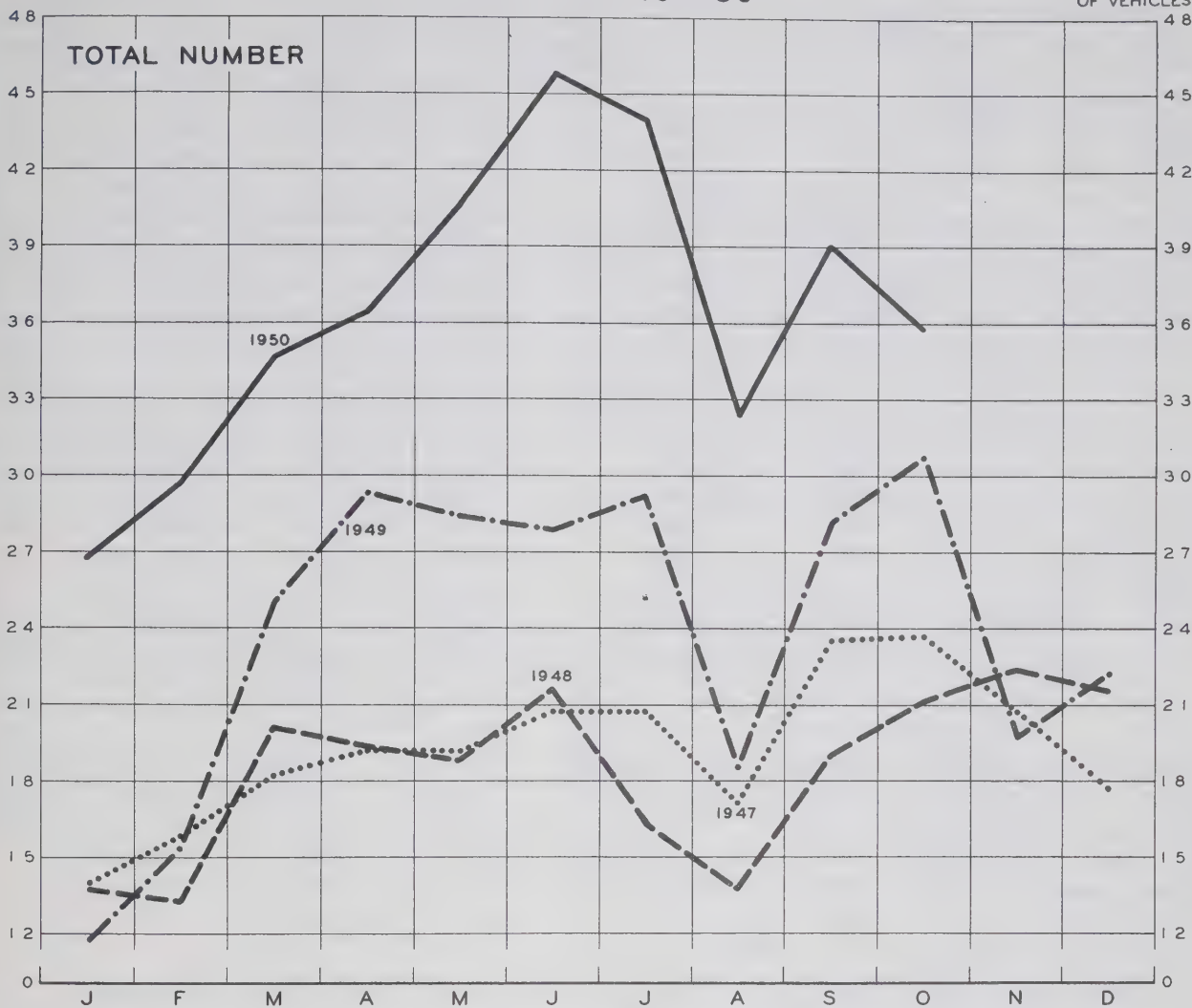
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NEW MOTOR VEHICLE SALES

1947-48-49-50

THOUSANDS
OF VEHICLES

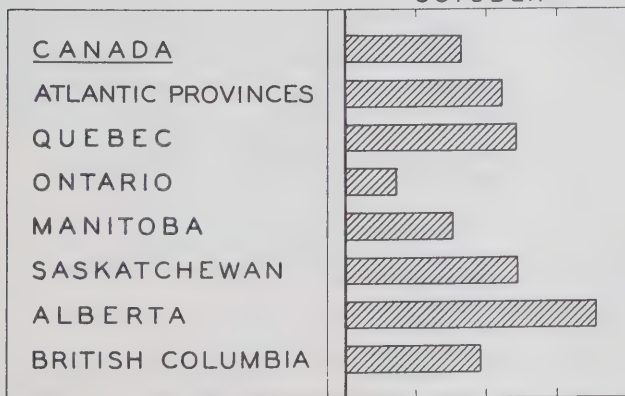
THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES

1950 / 1949

OCTOBER



JANUARY TO OCTOBER

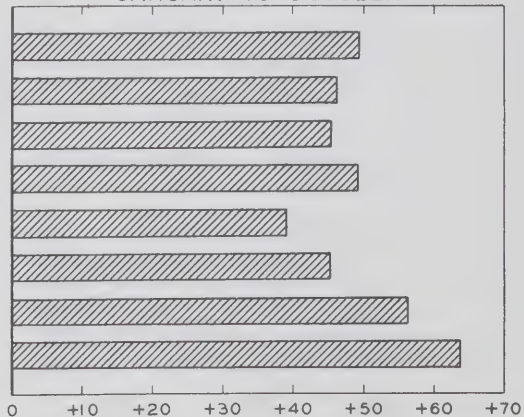


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

OCTOBER 1949 AND 1950

Province	Number			Retail Value		
	1949(1)	1950	% Change, 1950/1949	1949(1)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
(2) Atlantic Provinces	1,676	1,950	+ 16.3	3,320,670	3,993,615	+ 20.3
Quebec.....	3,931	4,585	+ 16.6	8,421,923	9,440,057	+ 12.1
Ontario.....	10,651	11,495	+ 7.9	20,808,818	23,776,036	+ 14.3
Manitoba.....	1,117	1,419	+ 27.0	2,236,153	2,989,326	+ 33.7
Saskatchewan.....	1,301	1,817	+ 39.7	2,695,708	3,731,041	+ 38.4
Alberta.....	1,660	2,321	+ 39.8	3,348,103	4,925,482	+ 47.1
British Columbia...	2,212	2,694	+ 21.8	4,258,465	5,344,211	+ 25.5
CANADA.....	22,548	26,281	+ 16.6	45,089,840	54,199,768	+ 20.2
Trucks						
(2) Atlantic Provinces	524	744	+ 42.0	965,928	1,397,762	+ 44.7
Quebec.....	1,153	1,717	+ 48.9	2,268,816	3,655,395	+ 61.1
Ontario.....	3,210	3,382	+ 5.4	6,619,064	7,095,686	+ 7.2
Manitoba.....	663	615	- 7.2	1,228,011	1,166,041	- 5.0
Saskatchewan.....	955	982	+ 2.8	1,822,867	1,826,449	+ 0.2
Alberta.....	978	1,280	+ 30.9	1,898,088	2,460,808	+ 29.6
British Columbia...	668	738	+ 10.5	1,311,487	1,488,944	+ 13.5
CANADA.....	8,151	9,458	+ 16.0	16,114,261	19,091,085	+ 18.5
Buses						
(2) Atlantic Provinces	2	-	-	5,275	-	-
Quebec.....	-	12	-	-	226,838	-
Ontario.....	1	2	+100.0	7,931	28,150	+254.9
Manitoba.....	-	14	-	-	293,343	-
Saskatchewan.....	1	12	-	21,784	275,861	-
Alberta.....	19	-	-	354,812	-	-
British Columbia...	-	-	-	-	-	-
CANADA.....	23	40	+ 73.9	389,802	824,192	+111.4
Total - Passenger Cars, Trucks, and Buses						
(2) Atlantic Provinces	2,202	2,694	+ 22.3	4,291,873	5,391,377	+ 25.6
Quebec.....	5,084	6,314	+ 24.2	10,690,739	13,322,290	+ 24.6
Ontario.....	13,862	14,879	+ 7.3	27,435,813	30,899,872	+ 12.6
Manitoba.....	1,780	2,048	+ 15.1	3,464,164	4,448,710	+ 28.4
Saskatchewan.....	2,257	2,811	+ 24.5	4,540,359	5,833,351	+ 28.5
Alberta.....	2,657	3,601	+ 35.5	5,601,003	7,386,290	+ 31.9
British Columbia...	2,880	3,432	+ 19.2	5,569,952	6,833,155	+ 22.7
CANADA.....	30,722	35,779	+ 16.5	61,593,903	74,115,045	+ 20.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 2--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA (1), 1949 AND 1950

Month	Number			Retail Value		
	1949(2)	1950	% Change, 1950/1949	1949(2)	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March...	32,771	71,467	+118.1	69,323,986	141,876,816	+104.7
April.....	20,764	27,641	+ 33.1	42,523,598	54,392,441	+ 27.9
May.....	19,692	30,409	+ 54.4	40,397,359	60,336,113	+ 49.4
June.....	20,035	35,145	+ 75.4	41,327,598	69,891,360	+ 69.1
July.....	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
August	13,083	23,075	+ 76.4	26,215,678	46,707,998	+ 78.2
September.....	20,487	28,215	+ 37.7	41,451,070	60,020,515	+ 44.8
October.....	22,548	26,281	+ 16.6	45,089,840	54,199,768	+ 20.2
Jan. - October	171,437	275,370	+ 60.6	351,239,002	554,632,037	+ 57.9
Trucks						
Jan. - March..	19,270	19,552	+ 1.5	38,998,405	38,587,483	- 1.1
April.....	8,475	8,736	+ 3.1	16,851,484	17,429,351	+ 3.4
May.....	8,602	10,115	+ 17.6	17,343,235	20,155,179	+ 16.2
June.....	7,737	10,534	+ 36.2	15,226,139	20,912,341	+ 37.3
July.....	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
August.....	5,458	9,190	+ 68.4	10,720,842	18,733,015	+ 74.7
September.....	7,740	10,757	+ 39.0	15,135,435	21,559,515	+ 42.4
October.....	8,151	9,458	+ 16.0	16,114,261	19,091,085	+ 18.5
Jan. - October	72,517	89,206	+ 23.0	144,173,357	177,929,977	+ 23.4
Buses						
Jan. - March..	152	85	- 44.1	2,688,111	1,615,546	- 39.9
April.....	75	29	- 61.3	1,481,286	541,936	- 63.4
May.....	91	58	- 36.3	1,835,969	1,087,014	- 40.8
June.....	57	135	+136.8	992,370	2,671,885	+169.2
July.....	36	44	+ 22.2	601,512	738,546	+ 22.8
August.....	20	106	+430.0	149,208	1,685,526	-
September.....	12	78	-	70,336	1,372,066	-
October.....	23	40	+ 73.9	389,802	824,192	+111.4
Jan. - October	466	575	+ 23.4	8,208,594	10,536,711	+ 28.4
Total - Passenger Cars, Trucks, and Buses						
Jan. - March..	52,193	91,104	+ 74.6	111,010,502	182,079,845	+ 64.0
April.....	29,314	36,406	+ 24.2	60,856,368	72,363,728	+ 18.9
May.....	28,385	40,582	+ 43.0	59,576,563	81,578,306	+ 36.9
June.....	27,829	45,814	+ 64.6	57,546,107	93,475,586	+ 62.4
July.....	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
August.....	18,561	32,371	+ 74.4	37,085,728	67,126,539	+ 81.0
September.....	28,239	39,050	+ 38.3	56,656,841	82,952,096	+ 46.4
October.....	30,722	35,779	+ 16.5	61,593,903	74,115,045	+ 20.3
Jan. - October	244,420	365,151	+ 49.4	503,620,953	743,098,725	+ 47.6

(1) Includes Newfoundland.

(2) Revised.

TABLE 3--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

OCTOBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	1949 ⁽¹⁾	1950	% Change, 1950/1949	1949 ⁽¹⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ⁽²⁾	590	682	+ 15.6	742,479	915,856	+ 23.4
Quebec.....	1,326	1,536	+ 15.8	1,922,287	2,407,812	+ 25.3
Ontario.....	2,652	3,257	+ 22.8	3,249,108	4,390,767	+ 35.1
Manitoba.....	205	483	+135.6	256,053	674,389	+163.4
Saskatchewan.....	269	596	+121.6	335,004	816,958	+143.9
Alberta.....	463	785	+ 69.5	576,754	1,097,479	+ 90.3
British Columbia ...	521	955	+ 83.3	688,696	1,388,683	+101.6
CANADA.....	6,026	8,294	+ 37.6	7,770,381	11,691,944	+ 50.5
Commercial Vehicles						
Atlantic Provinces ⁽²⁾	209	248	+ 18.7	281,303	343,034	+ 21.9
Quebec.....	509	706	+ 38.7	825,860	1,338,798	+ 62.1
Ontario.....	776	1,103	+ 42.1	1,190,188	1,660,570	+ 39.5
Manitoba.....	191	294	+ 53.9	255,451	416,080	+ 62.9
Saskatchewan.....	203	396	+ 95.1	260,629	550,876	+111.4
Alberta.....	408	526	+ 28.9	646,706	935,858	+ 44.7
British Columbia ...	221	352	+ 59.3	326,901	616,760	+ 88.7
CANADA.....	2,517	3,625	+ 44.0	3,787,038	5,861,976	+ 54.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ⁽²⁾	799	930	+ 16.4	1,023,782	1,258,890	+ 23.0
Quebec.....	1,835	2,242	+ 22.2	2,748,147	3,746,610	+ 36.3
Ontario.....	3,428	4,360	+ 27.2	4,439,296	6,051,337	+ 36.3
Manitoba.....	396	777	+ 96.2	511,504	1,090,469	+113.2
Saskatchewan.....	472	992	+110.2	595,633	1,367,834	+129.6
Alberta.....	871	1,311	+ 50.5	1,223,460	2,033,337	+ 66.2
British Columbia	742	1,307	+ 76.1	1,015,597	2,005,443	+ 97.5
CANADA.....	8,543	11,919	+ 39.5	11,557,419	17,553,920	+ 51.9

(1) Revised.

(2) Includes Newfoundland.

TABLE 4--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

OCTOBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces (2)	868	1,263	+ 45.5	522,527	703,932	+ 34.7
Quebec.....	1,287	1,983	+ 54.1	956,550	1,465,808	+ 53.2
Ontario.....	6,115	8,017	+ 31.1	3,596,546	4,896,260	+ 36.1
Manitoba.....	375	798	+112.8	239,986	542,241	+125.9
Saskatchewan.....	436	839	+ 92.4	319,589	540,416	+ 69.1
Alberta.....	953	1,362	+ 42.9	692,358	939,966	+ 35.8
British Columbia...	1,155	1,785	+ 54.5	787,452	1,243,168	+ 57.9
CANADA	11,169	16,047	+ 43.4	7,115,008	10,331,791	+ 45.2
Commercial Vehicles						
Atlantic Provinces (2)	304	485	+ 59.5	204,269	268,746	+ 41.4
Quebec.....	444	617	+ 39.0	399,726	580,228	+ 45.2
Ontario.....	780	1,236	+ 58.5	535,533	864,139	+ 61.4
Manitoba.....	137	234	+ 70.8	98,297	152,345	+ 55.0
Saskatchewan.....	171	333	+ 94.7	121,562	212,558	+ 74.9
Alberta.....	357	436	+ 22.1	302,172	387,845	+ 28.4
British Columbia...	210	347	+ 65.2	200,385	301,030	+ 50.2
CANADA.....	2,403	3,698	+ 53.5	1,861,944	2,786,891	+ 49.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces. (2)	1,172	1,748	+ 49.1	726,796	992,678	+ 36.6
Quebec	1,731	2,600	+ 50.2	1,356,276	2,046,036	+ 50.9
Ontario.....	6,895	9,253	+ 34.2	4,132,079	5,760,399	+ 39.4
Manitoba.....	512	1,032	+101.6	338,283	694,586	+105.3
Saskatchewan.....	607	1,172	+ 93.1	441,151	752,974	+ 70.7
Alberta.....	1,310	1,798	+ 37.3	994,530	1,327,811	+ 33.5
British Columbia...	1,365	2,132	+ 56.2	987,837	1,544,198	+ 56.3
CANADA.....	13,592	19,735	+ 45.2	8,976,952	13,118,682	+ 46.1

(1) Revised.

(2) Includes Newfoundland.

TABLE 5--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA ⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January to March..	8,099	18,627	+130.0	11,096,754	24,699,263	+122.6
April.....	5,499	9,017	+ 64.0	7,357,931	11,950,680	+ 62.4
May.....	5,021	9,541	+ 90.0	6,517,660	12,422,038	+ 90.6
June.....	4,394	10,054	+128.8	5,806,088	13,347,509	+129.9
July.....	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
August.....	4,161	9,146	+119.8	5,642,684	12,464,713	+120.9
September.....	4,659	7,386	+ 58.5	6,263,637	10,197,043	+ 62.8
October	6,026	8,294	+ 37.6	7,770,381	11,691,944	+ 50.5
January to October	43,045	82,608	+ 91.9	57,340,049	111,082,163	+ 93.7
Commercial Vehicles						
January to March..	5,093	6,096	+ 19.7	8,177,488	9,345,082	+ 14.3
April.....	3,005	3,184	+ 6.0	4,641,949	4,849,556	+ 4.5
May.....	3,201	3,907	+ 22.1	5,301,577	6,055,926	+ 14.2
June.....	2,878	3,716	+ 29.1	4,648,808	5,957,559	+ 28.2
July	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
August.....	2,491	4,136	+ 66.0	3,850,404	6,334,576	+ 64.5
September.....	2,524	3,925	+ 55.5	3,866,238	6,426,397	+ 66.2
October.....	2,517	3,625	+ 44.0	3,787,038	5,861,976	+ 54.8
January to October	24,216	32,214	+ 33.0	37,969,170	50,484,473	+ 33.0
Total - Passenger Cars and Commercial Vehicles						
January to March..	13,192	24,723	+ 87.4	19,274,242	34,044,345	+ 76.6
April.....	8,504	12,201	+ 43.5	11,999,880	16,800,236	+ 40.0
May.....	8,222	13,448	+ 63.6	11,819,237	18,477,964	+ 56.3
June.....	7,272	13,770	+ 89.4	10,454,896	19,305,068	+ 84.7
July.....	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
August.....	6,652	13,282	+ 99.7	9,493,088	18,799,289	+ 98.0
September.....	7,183	11,311	+ 57.5	10,129,875	16,623,440	+ 64.1
October.....	8,543	11,919	+ 39.5	11,557,419	17,553,920	+ 51.9
January to October	67,261	114,822	+ 70.7	95,309,219	161,566,636	+ 69.5

(1) Includes Newfoundland.

(2) Revised.

TABLE 6--FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	1949 ⁽²⁾	1950	% Change, 1950/1949	1949 ⁽²⁾	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
January to March..	18,994	30,564	+ 60.9	12,765,218	20,006,102	+ 56.7
April.....	13,296	18,347	+ 38.0	9,165,947	12,538,876	+ 36.8
May.....	14,681	20,726	+ 41.2	9,891,580	13,796,598	+ 39.5
June.....	13,445	21,361	+ 58.9	8,829,096	13,162,858	+ 49.1
July.....	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
August.....	11,451	18,327	+ 60.0	7,402,942	11,691,065	+ 57.9
September	10,392	15,127	+ 45.6	6,710,208	9,594,480	+ 43.0
October.....	11,189	16,047	+ 43.4	7,115,008	10,331,791	+ 45.2
January to October	106,058	161,122	+ 51.9	70,067,069	103,921,065	+ 48.3
Commercial Vehicles						
January to March..	4,664	6,155	+ 32.0	4,142,669	4,828,028	+ 16.5
April.....	2,758	3,551	+ 28.8	2,267,584	2,739,450	+ 20.8
May.....	2,897	4,283	+ 47.8	2,442,859	3,277,202	+ 34.2
June.....	2,688	4,098	+ 52.5	2,081,729	3,012,856	+ 44.7
July.....	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
August.....	2,443	3,824	+ 56.5	1,904,055	2,773,864	+ 45.7
September.....	2,326	3,740	+ 60.3	1,770,395	2,782,015	+ 57.1
October.....	2,403	3,688	+ 53.5	1,861,944	2,786,891	+ 49.7
January to October	22,390	33,007	+ 47.4	18,227,627	24,885,507	+ 36.5
Total - Passenger Cars and Commercial Vehicles						
January to March..	23,658	36,719	+ 55.2	16,907,887	24,834,130	+ 46.9
April.....	16,054	21,898	+ 36.4	11,433,531	15,278,326	+ 33.6
May.....	17,578	25,009	+ 42.3	12,334,439	17,073,800	+ 38.4
June.....	16,133	25,459	+ 57.8	10,910,825	16,175,714	+ 48.3
July.....	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
August.....	13,894	22,151	+ 59.4	9,306,997	14,464,929	+ 55.4
September.....	12,718	18,867	+ 48.3	8,480,603	12,376,495	+ 45.9
October.....	13,592	19,735	+ 45.2	8,976,952	13,118,682	+ 46.1
January to October	128,448	194,129	+ 51.1	88,294,696	128,806,572	+ 45.9

(1) Includes Newfoundland.

(2) Revised.

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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

NOVEMBER 1950



New Motor Vehicle Sales

Sales of new motor vehicles in November numbered 32,880 units with a retail value of \$71,668,879, an increase of 67% in number and 78% in value over November 1949 when 19,700 new vehicles sold for \$40,300,881. Sales in November were slightly lower than in October.

British Columbia led the other provinces in rate of increase, new vehicle sales in that province being 85% higher than in November a year ago. Quebec and Ontario also registered major increases of 71% and 74% respectively.

Passenger car sales advanced at a higher rate than commercial vehicles. A total of 24,953 new passenger cars were sold in November, an increase of 75% over the November 1949 number of 14,260 cars. Sales of trucks in November 1950 numbered 7,878, 47% in excess of November a year ago, while bus sales decreased from 77 in November 1949 to 49 in November 1950.

Cumulative sales figures for eleven months of 1950 amounted to 398,031 new motor vehicles valued at \$814,767,604, an increase of 51% in number and 50% in retail value over the corresponding period of 1949 when 264,120 new motor vehicles sold for \$543,921,834. Of the total new vehicles sold in 1950 to date, passenger cars accounted for 300,323 units (an increase of 62% over 1949). Truck sales numbered 97,084, a gain of 25%, while bus sales advanced 15% to 624 vehicles.

Prepared in Merchandising and Services Section

Financing of Motor Vehicle Sales

New Vehicles - Financing of sales of new vehicles continued substantially in excess of 1949 in November but for the first time in 1950 the rate of increase for financing was lower than for sales. In November 1950, 10,958 new vehicles were financed to an amount of \$15,896,889, 49% in number and 54% in amount of financing higher than the November 1949 figures. Increases in numbers of new vehicles financed were greatest in Manitoba and Saskatchewan where gains of 90% and 116% were recorded.

New vehicles financed during the eleven months of 1950 totalled 125,780, 69% above the number in the corresponding period of 1949, while the amount of financing rose 68% from \$105,644,771 to \$177,463,525.

New passenger car sales financed numbered 7,526 in November 1950, an increase of 50% over November of the previous year, while financing of new commercial vehicles advanced 46%, from 2,354 to 3,432.

Used Vehicles - Financing of sales of used vehicles increased over 1949 at approximately the same rate as did new vehicle financing. There were 18,733 used vehicles financed in November 1950, a gain of 47% over the 12,743 used vehicles financed in November 1949. Of the total, 15,144 were passenger cars and 3,589 were commercial vehicles. As in the case of new motor vehicles, Manitoba and Saskatchewan registered the greatest increases at 87% and 106% respectively.

Used vehicles financed in the eleven months of 1950 numbered 212,862, a gain of 51% over 1949, while the financed value rose 46% from \$96,645,971 to \$140,900,134.

Sales of Financing of New Motor Vehicles Compared

Number of New Vehicles Financed as Percentage of

New Vehicle Sales, Canada, 1949 and 1950

	<u>November</u>		<u>January to November</u>	
	<u>1949</u>	<u>1950</u>	<u>1949</u>	<u>1950</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Passenger cars.....	35.2	30.2	25.9	30.0
Commercial vehicles.	43.3	43.3	33.9	36.5
Total.....	37.4	33.3	28.3	31.6

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FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1949 (REVISED) - 1950

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

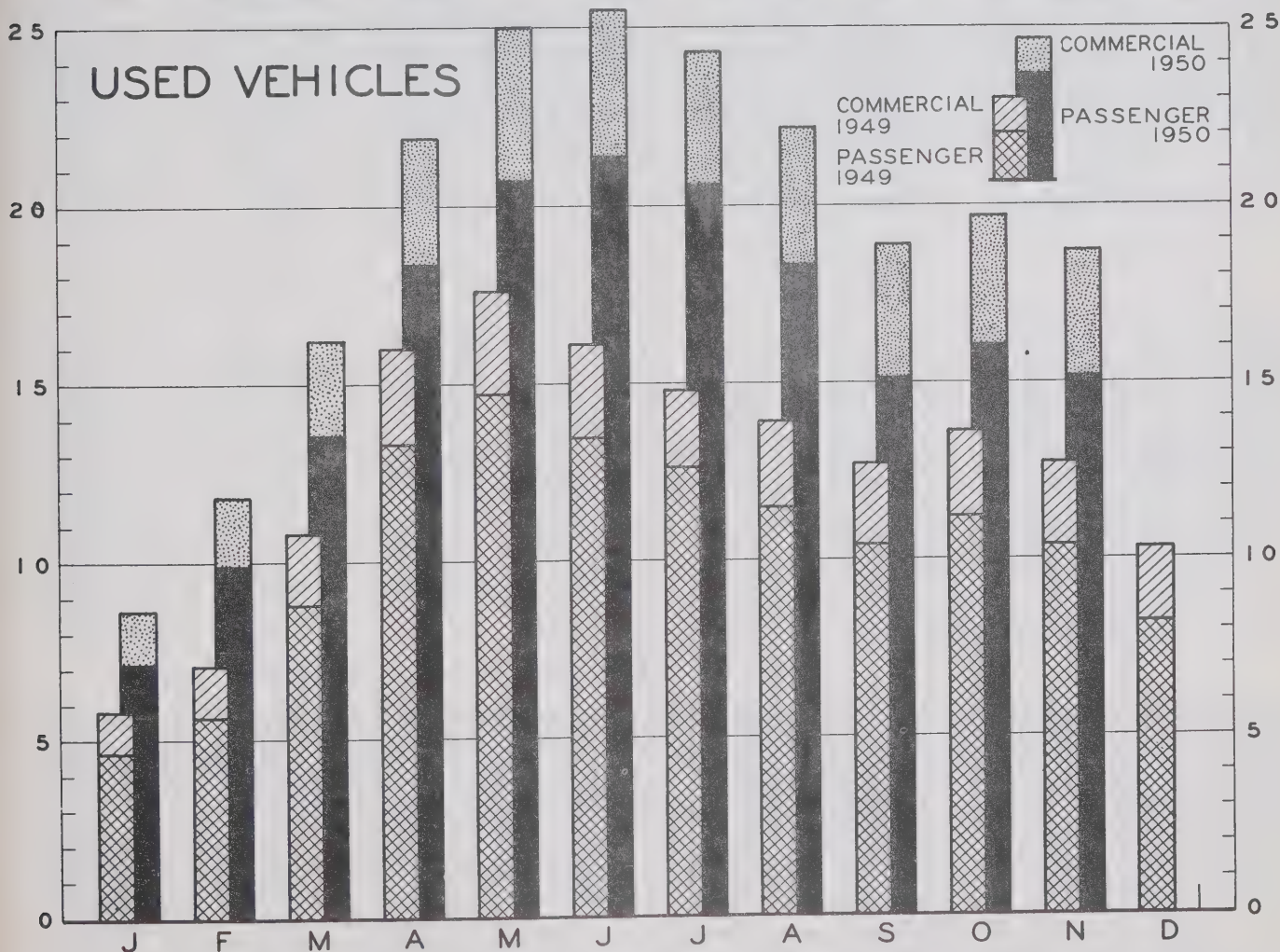
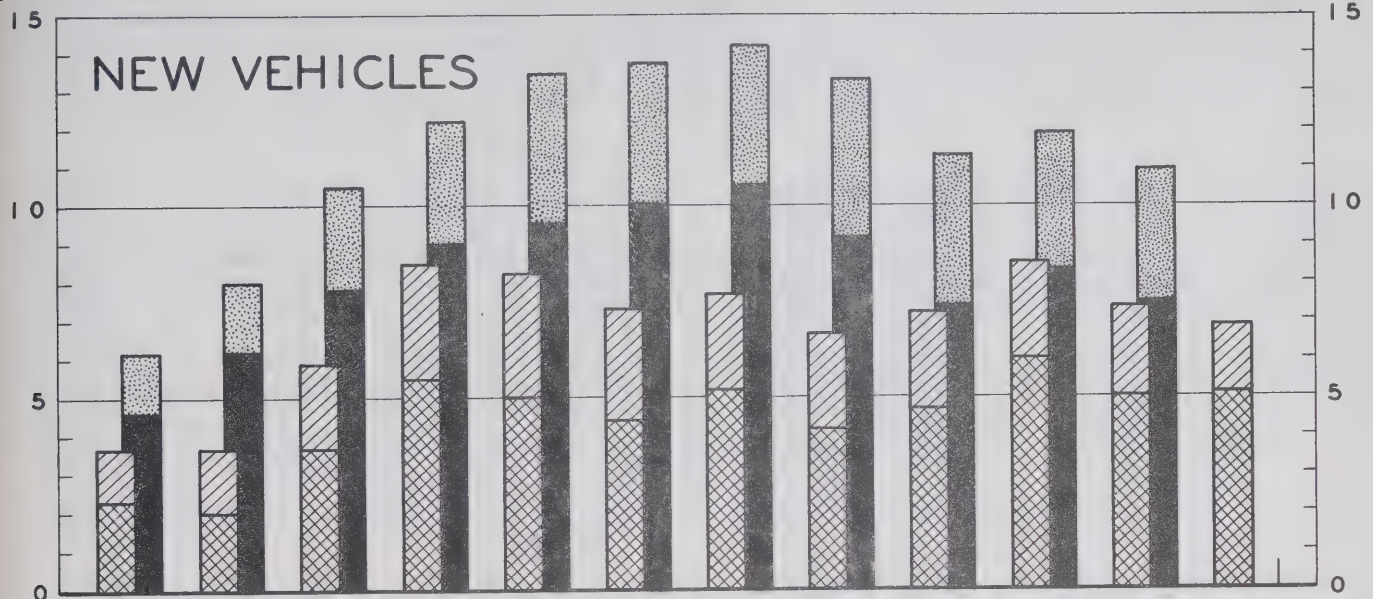


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

NOVEMBER 1949 AND 1950

Province	Number			Retail Value		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces(2)	1,044	1,409	+ 35.0	2,030,649	3,078,368	+ 51.6
Quebec.....	2,448	4,216	+ 72.2	5,004,470	9,579,985	+ 91.4
Ontario.....	6,488	12,001	+ 85.0	12,855,075	26,120,896	+103.2
Manitoba.....	839	1,346	+ 60.4	1,567,722	2,924,996	+ 86.6
Saskatchewan.....	790	1,359	+ 72.0	1,600,841	2,952,517	+ 84.4
Alberta.....	1,224	1,996	+ 63.1	2,342,044	4,430,571	+ 89.2
British Columbia.....	1,427	2,626	+ 84.0	2,738,932	5,436,892	+ 98.5
CANADA	14,260	24,953	+ 75.0	28,139,733	54,524,225	+ 93.8
Trucks						
Atlantic Provinces(2)	377	513	+ 36.1	686,420	982,096	+ 43.1
Quebec.....	693	1,156	+ 66.8	1,475,577	2,825,185	+ 91.5
Ontario.....	2,170	3,078	+ 41.8	4,423,302	6,149,973	+ 39.0
Manitoba.....	429	562	+ 31.0	814,703	1,046,102	+ 28.4
Saskatchewan.....	606	770	+ 27.1	1,172,522	1,445,867	+ 23.3
Alberta.....	715	1,091	+ 52.6	1,405,262	2,142,071	+ 52.4
British Columbia.....	373	708	+ 89.8	739,588	1,506,904	+103.7
CANADA.....	5,363	7,878	+ 46.9	10,717,374	16,098,198	+ 50.2
Buses						
Atlantic Provinces(2)	10	4	- 60.0	140,034	74,180	- 47.0
Quebec.....	1	8	-	17,736	165,972	-
Ontario.....	9	2	- 77.8	124,721	41,263	- 66.9
Manitoba.....	-	24	-	-	539,052	-
Saskatchewan.....	13	-	-	283,806	-	-
Alberta.....	44	10	- 77.3	877,477	207,290	- 76.4
British Columbia.....	-	1	-	-	18,699	-
CANADA.....	77	49	- 36.4	1,443,774	1,046,456	- 27.5
Total - Passenger Cars, Trucks, and Buses						
Atlantic Provinces(2)	1,431	1,926	+ 34.6	2,857,103	4,134,644	+ 44.7
Quebec.....	3,142	5,380	+ 71.2	6,497,783	12,571,142	+ 93.5
Ontario.....	8,667	15,081	+ 74.0	17,403,098	32,312,132	+ 85.7
Manitoba.....	1,268	1,932	+ 52.4	2,382,425	4,510,150	+ 89.3
Saskatchewan.....	1,409	2,129	+ 51.1	3,057,169	4,398,384	+ 43.9
Alberta.....	1,983	3,097	+ 56.2	4,624,783	6,779,932	+ 46.6
British Columbia.....	1,800	3,335	+ 85.3	3,478,520	6,962,495	+100.2
CANADA.....	19,700	32,880	+ 66.9	40,300,881	71,668,879	+ 77.8

(1) Revised.

(2) Includes Newfoundland.

TABLE 2--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA (1), 1949 AND 1950

Month	Number			Retail Value		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March...	32,771	71,467	+118.1	69,323,986	141,876,816	+104.7
Apr. - June....	60,491	93,195	+ 54.1	124,248,555	184,619,914	+ 48.6
July.....	22,057	33,137	+ 50.2	44,909,873	67,207,026	+ 49.6
August.....	13,083	23,075	+ 76.4	26,215,678	46,707,998	+ 78.2
September.....	20,487	28,215	+ 37.7	41,451,070	60,020,515	+ 44.8
October.....	22,548	26,281	+ 16.6	45,089,840	54,199,768	+ 20.2
November.....	14,260	24,953	+ 75.0	28,139,733	54,524,225	+ 93.8
Jan. - November	185,697	300,323	+ 61.7	379,378,735	609,156,262	+ 60.6
Trucks						
Jan. - March...	19,270	19,552	+ 1.5	38,998,405	38,587,483	- 1.1
Apr. - June....	24,814	29,385	+ 18.4	49,420,858	58,496,871	+ 18.4
July.....	7,084	10,864	+ 53.4	13,783,556	21,462,008	+ 55.7
August.....	5,458	9,190	+ 68.4	10,720,842	18,733,015	+ 74.7
September.....	7,740	10,757	+ 39.0	15,135,435	21,559,515	+ 42.4
October.....	8,151	9,458	+ 16.0	16,114,261	19,091,085	+ 18.5
November.....	5,363	7,878	+ 46.9	10,717,374	16,098,198	+ 50.2
Jan. - November	77,880	97,084	+ 24.7	154,890,731	194,028,175	+ 25.3
Buses						
Jan. - March...	152	85	- 44.1	2,688,111	1,615,546	- 39.9
Apr. - June....	223	222	- 0.4	4,309,625	4,300,835	- 0.2
July.....	36	44	+ 22.2	601,512	738,546	+ 22.8
August.....	20	106	+430.0	149,208	1,685,526	-
September.....	12	78	-	70,336	1,372,066	-
October.....	23	40	+ 73.9	389,802	824,192	+111.4
November.....	77	49	- 36.4	1,443,774	1,046,456	- 27.5
Jan. - November	543	624	+ 14.9	9,652,368	11,583,167	+ 20.0
Total - Passenger Cars, Trucks, and Buses						
Jan. - March...	52,193	91,104	+ 74.8	111,010,502	182,079,845	+ 64.0
Apr. - June....	85,528	122,802	+ 43.6	177,979,038	247,417,620	+ 39.0
July.....	29,177	44,045	+ 51.0	59,294,941	89,407,580	+ 50.8
August.....	18,561	32,371	+ 74.4	37,085,728	67,126,539	+ 81.0
September.....	28,239	39,050	+ 38.3	56,656,841	82,952,096	+ 46.4
October.....	30,722	35,779	+ 16.5	61,593,903	74,115,045	+ 20.3
November.....	19,700	32,880	+ 66.9	40,300,881	71,668,879	+ 77.8
Jan. - November	264,120	398,031	+ 50.7	543,921,834	814,767,604	+ 49.8

(1) Includes Newfoundland.

(2) Revised.

TABLE 3--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

NOVEMBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces(2)	468	586	+ 25.2	591,651	779,322	+ 31.7
Quebec.....	1,056	1,425	+ 34.9	1,588,563	2,169,038	+ 36.5
Ontario.....	2,072	2,861	+ 38.1	2,623,208	3,738,099	+ 42.5
Manitoba.....	188	432	+129.8	253,506	581,622	+129.4
Saskatchewan.....	256	626	+144.5	318,001	839,856	+164.1
Alberta.....	495	849	+ 71.5	633,181	1,221,845	+ 93.0
British Columbia.....	485	747	+ 54.0	693,509	1,059,186	+ 52.7
CANADA.....	5,020	7,526	+ 49.9	6,701,619	10,388,968	+ 55.0
Commercial Vehicles						
Atlantic Provinces(2)	209	289	+ 38.3	296,281	415,500	+ 40.2
Quebec.....	461	681	+ 47.7	731,743	1,248,395	+ 70.6
Ontario.....	745	1,039	+ 39.5	1,139,056	1,557,519	+ 36.7
Manitoba.....	171	251	+ 46.8	242,909	330,727	+ 36.2
Saskatchewan.....	184	326	+ 77.2	253,151	446,917	+ 76.5
Alberta.....	387	552	+ 42.6	654,608	998,379	+ 52.5
British Columbia.....	197	294	+ 49.2	316,185	510,484	+ 61.5
CANADA.....	2,354	3,432	+ 45.8	3,633,933	5,507,921	+ 51.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces(2)	677	875	+ 29.2	887,932	1,194,822	+ 34.6
Quebec.....	1,517	2,106	+ 38.8	2,320,306	3,417,433	+ 47.3
Ontario.....	2,817	3,900	+ 38.4	3,762,264	5,295,618	+ 40.8
Manitoba.....	359	683	+ 90.3	496,415	912,349	+ 83.8
Saskatchewan.....	440	952	+116.4	571,152	1,286,773	+125.3
Alberta.....	882	1,401	+ 58.8	1,287,789	2,220,224	+ 72.4
British Columbia.....	682	1,041	+ 52.6	1,009,694	1,569,670	+ 55.5
CANADA.....	7,374	10,958	+ 48.6	10,335,552	15,896,889	+ 53.6

(1) Revised.

(2) Includes Newfoundland.

TABLE 4--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

NOVEMBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces(2)	798	1,362	+ 70.7	488,319	781,061	+ 59.9
Quebec.....	1,220	2,021	+ 65.7	867,549	1,404,447	+ 61.9
Ontario.....	5,422	7,141	+ 31.7	3,122,181	4,210,299	+ 34.9
Manitoba.....	397	732	+ 84.4	251,125	442,200	+ 76.1
Saskatchewan.....	417	877	+110.3	294,631	567,507	+ 92.6
Alberta.....	940	1,368	+ 45.5	662,315	951,969	+ 43.7
British Columbia.....	1,155	1,643	+ 42.3	845,464	1,108,020	+ 31.1
CANADA.....	10,349	15,144	+ 46.3	6,531,584	9,465,503	+ 44.9
Commercial Vehicles						
Atlantic Provinces(2)	278	444	+ 59.7	173,834	265,380	+ 52.7
Quebec.....	408	591	+ 44.9	368,964	520,541	+ 41.1
Ontario.....	850	1,130	+ 32.9	611,970	769,449	+ 25.7
Manitoba.....	139	270	+ 94.2	94,667	188,711	+ 99.3
Saskatchewan.....	163	316	+ 93.9	115,133	192,815	+ 67.5
Alberta.....	356	554	+ 55.6	278,744	455,033	+ 63.2
British Columbia.....	200	284	+ 42.0	176,379	236,130	+ 33.9
CANADA.....	2,394	3,589	+ 49.9	1,819,691	2,628,059	+ 44.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces(2)	1,076	1,806	+ 67.8	662,153	1,046,441	+ 58.0
Quebec.....	1,628	2,612	+ 60.4	1,236,513	1,924,988	+ 55.7
Ontario.....	6,272	8,271	+ 31.9	3,734,151	4,979,748	+ 33.4
Manitoba.....	536	1,002	+ 86.9	345,792	630,911	+ 82.5
Saskatchewan.....	580	1,193	+105.7	409,764	760,322	+ 85.6
Alberta.....	1,296	1,922	+ 48.3	941,059	1,407,002	+ 49.5
British Columbia.....	1,355	1,927	+ 42.2	1,021,843	1,344,150	+ 31.5
CANADA.....	12,743	18,733	+ 47.0	8,351,275	12,093,562	+ 44.8

(1) Revised.

(2) Includes Newfoundland.

TABLE 5--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA (1), 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March.....	8,099	18,627	+130.0	11,096,754	24,699,263	+122.6
April - June.....	14,914	28,612	+ 91.8	19,681,679	37,720,227	+ 91.7
July.....	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
August.....	4,161	9,146	+119.8	5,642,684	12,464,713	+120.9
September.....	4,659	7,386	+ 58.5	6,263,637	10,197,043	+ 62.8
October.....	6,026	8,294	+ 37.6	7,770,381	11,691,944	+ 50.5
November.....	5,020	7,526	+ 49.9	6,701,619	10,388,968	+ 55.0
Jan. - November...	48,065	90,134	+ 87.5	64,041,668	121,471,131	+ 89.7
Commercial Vehicles						
Jan. - March.....	5,093	6,096	+ 19.7	8,177,488	9,345,082	+ 14.3
April - June.....	9,084	10,807	+ 19.0	14,592,334	16,863,041	+ 15.6
July.....	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
August.....	2,491	4,136	+ 66.0	3,850,404	6,334,576	+ 64.5
September.....	2,524	3,925	+ 55.5	3,866,238	6,426,397	+ 66.2
October.....	2,517	3,625	+ 44.0	3,787,038	5,861,976	+ 54.8
November.....	2,354	3,432	+ 45.8	3,633,933	5,507,921	+ 51.6
Jan. - November...	26,570	35,646	+ 34.2	41,603,103	55,992,394	+ 34.6
Total - Passenger Cars and Commercial Vehicles						
Jan. - March.....	13,192	24,723	+ 87.4	19,274,242	34,044,345	+ 76.6
April - June.....	23,998	39,419	+ 64.3	34,274,013	54,583,268	+ 59.3
July.....	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
August.....	6,652	13,282	+ 99.7	9,493,088	18,799,289	+ 98.0
September.....	7,183	11,311	+ 57.5	10,129,875	16,623,440	+ 64.1
October.....	8,543	11,919	+ 39.5	11,557,419	17,553,920	+ 51.9
November.....	7,374	10,958	+ 48.6	10,335,552	15,896,889	+ 53.8
Jan. - November...	74,635	125,780	+ 68.5	105,644,771	177,463,525	+ 68.0

(1) Includes Newfoundland.

(2) Revised.

TABLE 6--FINANCING OF SALES OF USED MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March.....	18,994	30,564	+ 60.9	12,765,218	20,006,102	+ 54.7
April - June.....	41,422	60,434	+ 45.9	27,886,623	39,498,332	+ 41.6
July.....	12,610	20,623	+ 63.5	8,187,070	12,799,295	+ 56.3
August.....	11,451	18,327	+ 60.0	7,402,942	11,691,065	+ 57.9
September.....	10,392	15,127	+ 45.6	6,710,208	9,594,480	+ 43.0
October.....	11,189	16,047	+ 43.4	7,115,008	10,331,791	+ 45.2
November.....	10,349	15,144	+ 46.3	6,531,584	9,465,503	+ 44.9
Jan. - November...	116,407	176,266	+ 51.4	76,598,653	113,386,568	+ 48.0
Commercial Vehicles						
Jan. - March.....	4,664	6,155	+ 32.0	4,142,669	4,828,028	+ 16.5
April - June.....	8,343	11,932	+ 43.0	6,792,172	9,029,508	+ 32.9
July.....	2,211	3,668	+ 65.9	1,756,392	2,685,201	+ 52.9
August.....	2,443	3,824	+ 56.5	1,904,055	2,773,864	+ 45.7
September.....	2,326	3,740	+ 60.8	1,770,395	2,782,015	+ 57.1
October.....	2,403	3,688	+ 53.5	1,861,944	2,786,891	+ 49.7
November.....	2,394	3,589	+ 49.9	1,819,691	2,628,059	+ 44.4
Jan. - November...	24,784	36,596	+ 47.7	20,047,318	27,513,566	+ 37.2
Total - Passenger Cars and Commercial Vehicles						
Jan. - March.....	23,658	36,719	+ 55.2	16,907,887	24,834,130	+ 46.9
April - June.....	49,765	72,366	+ 45.4	34,678,795	48,527,840	+ 39.9
July.....	14,821	24,291	+ 63.9	9,943,462	15,484,496	+ 55.7
August.....	13,894	22,151	+ 59.4	9,306,997	14,464,929	+ 55.4
September.....	12,718	18,867	+ 48.3	8,480,603	12,376,495	+ 45.9
October.....	13,592	19,735	+ 45.2	8,976,952	13,118,682	+ 46.1
November.....	12,743	18,733	+ 47.0	8,351,275	12,093,562	+ 44.8
Jan. - November...	141,191	212,862	+ 50.8	96,645,971	140,900,134	+ 45.8

(1) Includes Newfoundland

(2) Revised.

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SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

DECEMBER 1950



New Motor Vehicle Sales

New motor vehicle sales in December 1950 numbered 29,309 units with a retail value of \$63,196,857, an increase of 32% in number and of 41% in value over December 1949. This brought the preliminary estimate of total sales of new passenger cars, trucks, and buses in 1950 to 427,340 vehicles valued at \$877,964,461, 49% in excess of the 1949 totals for both number and value.

Passenger cars accounted for 22,668 vehicle sales in December 1950, while 6,610 were trucks and 31 were buses. Percentage gains amounted to 36% for passenger cars, 19% for trucks, and 3% for buses. In the twelve months of 1950, 322,991 new passenger cars were sold for \$658,242,803, 60% above the 1949 sales in both number and value. Truck sales advanced 24% in number from 83,450 in 1949 to 103,694 in 1950, while 573 buses were sold in 1949 and 655 in 1950.

December 1950 sales of new motor vehicles in Manitoba and Saskatchewan dropped below the December 1949 level by 7% and 11% respectively. Alberta sales were up 12% in number, while increases in the other provinces ranged between 35% and 60%.

Financing of Motor Vehicle Sales

New Vehicles--Financing of new motor vehicle sales in December advanced 35% over December 1949 as compared with a 66% gain for the twelve months of 1950 over 1949. There were 9,257 new vehicles financed in

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December 1950 for \$13,649,587. Cumulative figures for the twelve months of 1950 show 135,037 new vehicles financed for \$191,113,112, while corresponding figures for 1949 were 81,502 new vehicles with a financed value of \$115,511,459.

Passenger car financing showed a smaller gain in December than did commercial vehicle financing, a trend contrary to that for the year 1950. A gain of 30% was recorded for passenger car financing in December and one of 48% for commercial vehicles, while the increases for the twelve-month period of 1950 over 1949 amounted to 82% for passenger car and 35% for commercial vehicle financing.

There were wide variations among the different provinces in percentage changes between December 1949 and December 1950. Gains in number of new vehicles financed ranged from 53% to 127% in the western provinces. Quebec and the Atlantic Provinces reported increases of 36% and 28%, while in Ontario, new vehicles financed were 6% in excess of the December 1949 total. This trend was apparent in the case of both passenger cars and commercial vehicles.

Used Vehicles--A greater increase was reported in financing of used than of new vehicles. Used vehicles financed in December 1950 numbered 15,431 with a financed value of \$10,337,286, 50% in number and 47% in amount of financing above December 1949. Of the 15,431 units, 12,398 were passenger cars and 3,033 were commercial vehicles.

By provinces, the greatest increase in used car financing in December was in Saskatchewan where a gain of 118% was recorded. Manitoba came next with an increase of 104%. Ontario registered an increase of 22%, while in the other provinces, gains ranged between 58% and 81%. These trends followed generally those for the January-December period.

Cumulative figures for the twelve-month period show 228,293 used vehicles financed for \$151,242,420 in 1950, an increase of 51% in number and 46% in amount of financing over the twelve months of 1949. Used passenger car financing increased 51% in number, from 124,595 units in 1949 to 188,664 in 1950, while used commercial vehicles financed during the year numbered 39,629, 47% above the 1949 figure of 26,891.

Sales and Financing of New Motor Vehicles Compared

New motor vehicles financed in December 1950 formed 31.6% of total new vehicles sold as compared with 30.9% in December 1949. Passenger cars financed, however, were only 29.4% of sales (30.8% in December 1949), while commercial vehicles financed were 38.9% of sales (31.2% in December 1949).

For the twelve months of 1950, the proportion of new vehicle financing to sales was 31.6 as compared with 28.5 for 1949. Passenger car financing in the twelve months of 1950 amounted to 30.0% of sales and commercial vehicles to 36.6%, while corresponding figures for 1949 were 26.3% and 33.7%.

NEW MOTOR VEHICLE SALES

1947-48-49-50

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES

1950 / 1949

DECEMBER

JANUARY TO DECEMBER

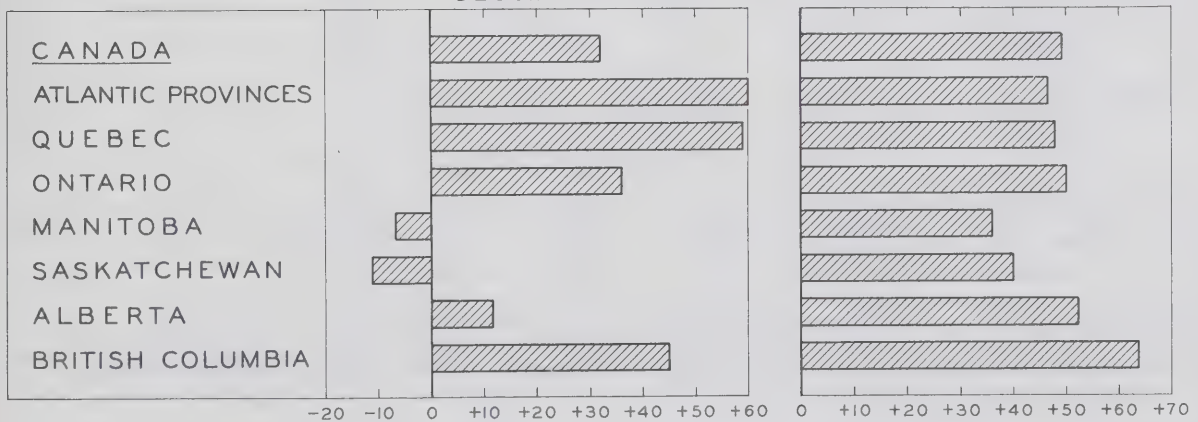


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

DECEMBER 1949 AND 1950

Province	Number			Retail Value		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces(2)	1,082	1,850	+ 71.0	2,070,602	3,779,694	+ 82.5
Quebec.....	2,618	4,341	+ 65.8	5,323,704	9,381,283	+ 76.2
Ontario.....	7,108	9,608	+ 35.2	14,049,607	21,283,586	+ 51.5
Manitoba.....	1,131	1,061	- 6.2	2,241,207	2,294,799	+ 2.4
Saskatchewan.....	1,487	1,373	- 7.7	2,997,543	3,015,348	+ 0.6
Alberta.....	1,471	1,921	+ 30.6	2,924,928	4,234,507	+ 44.8
British Columbia.....	1,724	2,514	+ 45.8	3,311,537	5,097,324	+ 53.9
CANADA.....	16,621	22,668	+ 36.4	32,919,128	49,086,541	+ 49.1
Trucks						
Atlantic Provinces(2)	422	555	+ 31.5	789,442	1,116,659	+ 41.4
Quebec.....	929	1,289	+ 38.8	1,930,146	2,778,082	+ 43.9
Ontario.....	1,759	2,446	+ 39.1	3,831,874	5,106,107	+ 33.3
Manitoba.....	421	395	- 6.2	806,358	766,098	- 5.0
Saskatchewan.....	693	563	- 18.8	1,306,055	1,089,426	- 16.6
Alberta.....	884	709	- 19.8	1,757,021	1,385,826	- 21.1
British Columbia.....	462	653	+ 41.3	859,912	1,363,991	+ 58.6
CANADA.....	5,570	6,610	+ 18.7	11,280,808	13,606,189	+ 20.6
Buses						
Atlantic Provinces(2)	-	2	-	-	27,766	-
Quebec.....	2	8	+300.0	35,471	139,909	+294.4
Ontario.....	17	18	+ 5.9	309,705	274,511	- 11.4
Manitoba.....	10	2	- 80.0	241,485	40,877	- 83.1
Saskatchewan.....	-	-	-	-	-	-
Alberta.....	-	-	-	-	-	-
British Columbia.....	1	1	(x)	16,254	21,064	+ 29.6
CANADA.....	30	31	+ 3.3	602,915	504,127	- 16.4
Total - Passenger Cars, Trucks, and Buses						
Atlantic Provinces(2)	1,504	2,407	+ 60.0	2,860,044	4,924,119	+ 72.2
Quebec.....	3,549	5,638	+ 58.9	7,289,321	12,299,274	+ 68.7
Ontario.....	8,884	12,072	+ 35.9	18,191,186	26,664,204	+ 46.6
Manitoba.....	1,562	1,458	- 6.7	3,289,050	3,101,774	- 5.7
Saskatchewan.....	2,180	1,936	- 11.2	4,303,598	4,104,774	- 4.6
Alberta.....	2,355	2,630	+ 11.7	4,681,949	5,620,333	+ 20.0
British Columbia.....	2,187	3,168	+ 44.9	4,187,703	6,482,379	+ 54.8
CANADA.....	22,221	29,309	+ 31.9	44,802,851	63,196,857	+ 41.1

(1) Revised.

(2) Includes Newfoundland.

(x) Unchanged.

TABLE 2---NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY-TO-DECEMBER, 1949 AND 1950

Province	Number			Retail Value		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces (2)	15,850	25,658	+ 61.9	31,674,470	50,298,169	+ 58.8
Quebec.....	36,782	57,179	+ 55.5	76,603,862	118,578,473	+ 54.8
Ontario.....	90,272	142,689	+ 58.1	184,298,230	294,666,302	+ 59.9
Manitoba.....	11,081	16,849	+ 52.1	22,442,608	34,237,788	+ 52.6
Saskatchewan.....	13,081	19,094	+ 46.0	26,868,603	39,154,825	+ 45.7
Alberta.....	14,994	25,618	+ 70.9	30,642,810	52,627,649	+ 71.7
British Columbia.....	20,258	35,904	+ 77.2	39,767,280	68,679,597	+ 72.7
CANADA.....	202,318	322,991	+ 59.6	412,297,863	658,242,803	+ 59.7
Trucks						
Atlantic Provinces (2)	7,429	8,476	+ 14.1	14,186,362	16,138,712	+ 13.8
Quebec.....	14,080	17,975	+ 27.7	29,257,886	37,988,746	+ 29.8
Ontario.....	29,323	36,922	+ 25.9	58,850,910	75,093,615	+ 27.6
Manitoba.....	6,197	6,603	+ 6.6	11,847,708	12,639,542	+ 6.7
Saskatchewan.....	9,235	12,189	+ 32.0	17,666,187	23,071,068	+ 30.6
Alberta.....	10,516	13,298	+ 26.5	20,965,523	25,964,373	+ 23.8
British Columbia.....	6,670	8,231	+ 23.4	13,396,963	16,738,308	+ 24.9
CANADA	83,450	103,694	+ 24.3	166,171,539	207,634,364	+ 25.0
Buses						
Atlantic Provinces (2)	31	20	= 35.5	207,335	207,297	(x)
Quebec.....	112	205	+ 83.0	2,085,314	3,725,687	+ 78.7
Ontario.....	157	184	+ 17.2	2,382,102	2,954,621	+ 24.0
Manitoba.....	11	52	+372.7	253,785	1,066,403	+320.2
Saskatchewan.....	45	12	= 73.3	883,691	275,861	= 68.8
Alberta.....	95	48	= 49.5	1,729,868	933,057	= 46.1
British Columbia.....	122	134	+ 9.8	2,713,138	2,924,368	+ 7.8
CANADA.....	573	655	+ 14.3	10,255,283	12,087,294	+ 17.9
Total - Passenger Cars, Trucks, and Buses						
Atlantic Provinces (2)	23,310	34,154	+ 46.5	46,064,167	66,644,178	+ 44.7
Quebec.....	50,974	75,359	+ 47.8	107,947,062	160,292,906	+ 48.5
Ontario.....	119,152	179,795	+ 50.1	245,531,243	372,714,538	+ 51.8
Manitoba.....	17,289	23,504	+ 35.9	34,544,101	47,943,733	+ 38.8
Saskatchewan.....	22,361	31,295	+ 40.0	45,418,481	62,501,754	+ 37.6
Alberta.....	25,605	38,964	+ 52.2	53,338,201	79,525,079	+ 49.1
British Columbia.....	27,050	44,269	+ 63.7	55,877,431	88,342,273	+ 58.1
CANADA	286,341	427,340	+ 49.2	588,724,685	877,964,461	+ 49.1

(1) Revised.

(2) Includes Newfoundland.

(x) Unchanged.

TABLE 3--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA (1), 1949 AND 1950

Month	Number			Retail Value		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March.....	32,771	71,467	+18.1	69,323,986	141,876,816	+104.7
Apr. - June.....	60,491	93,195	+54.1	124,248,555	184,619,914	+48.6
July.....	22,057	33,137	+50.2	44,909,873	67,207,026	+49.6
August.....	13,083	23,075	+76.4	26,215,678	46,707,998	+78.2
September.....	20,487	28,215	+37.7	41,451,070	60,020,515	+44.8
October.....	22,548	26,281	+16.6	45,089,840	54,199,768	+20.2
November.....	14,260	24,953	+75.0	28,139,733	54,524,225	+93.8
December.....	16,621	22,668	+36.4	32,919,128	49,086,541	+49.1
Jan. - December...	202,318	322,991	+59.6	412,297,863	658,242,803	+59.7
Trucks						
Jan. - March.....	19,270	19,552	+1.5	38,998,405	38,587,483	-1.1
Apr. - June.....	24,814	29,385	+18.4	49,420,858	58,496,871	+18.4
July.....	7,084	10,864	+53.4	13,783,556	21,462,008	+55.7
August.....	5,458	9,190	+68.4	10,720,842	18,733,015	+74.7
September.....	7,740	10,757	+39.0	15,135,435	21,559,515	+42.4
October.....	8,151	9,458	+16.0	16,114,261	19,091,085	+18.5
November.....	5,363	7,878	+46.9	10,717,374	16,098,198	+50.2
December.....	5,570	6,610	+18.7	11,280,808	13,606,189	+20.6
Jan. - December...	83,450	103,694	+24.3	166,171,539	207,634,364	+25.0
Buses						
Jan. - March.....	152	85	-44.1	2,688,111	1,615,546	-39.9
Apr. - June.....	223	222	-0.4	4,309,625	4,300,835	-0.2
July.....	36	44	+22.2	601,512	738,546	+22.8
August.....	20	106	+430.0	149,208	1,685,526	-
September.....	12	78	-	70,336	1,372,066	-
October.....	23	40	+73.9	389,802	824,192	+111.4
November.....	77	49	-36.4	1,443,774	1,046,456	-27.5
December.....	30	31	+3.3	602,915	504,127	-16.4
Jan. - December...	573	655	+14.3	10,255,283	12,087,294	+17.9
Total - Passenger Cars, Trucks, and Buses						
Jan. - March.....	52,193	91,104	+74.6	111,010,502	182,079,845	+64.0
Apr. - June.....	85,528	122,802	+43.6	177,979,038	247,417,620	+39.0
July.....	29,177	44,045	+51.0	59,294,941	89,407,580	+50.8
August.....	18,561	32,371	+74.4	37,085,728	67,126,539	+81.0
September.....	28,239	39,050	+38.3	56,656,841	82,952,096	+46.4
October.....	30,722	35,779	+16.5	61,593,903	74,115,045	+20.3
November.....	19,700	32,880	+66.9	40,300,881	71,668,879	+77.8
December.....	22,221	29,309	+31.9	44,802,851	63,196,857	+41.1
Jan. - December...	286,341	427,340	+49.2	588,724,685	877,964,461	+49.1

(1) Includes Newfoundland.

(2) Revised.

TABLE 4--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA⁽¹⁾, 1949 AND 1950

Month	Number of Vehicles			Amount of Financing		
	(2) 1949	1950	% Change, 1950/1949	(2) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Jan. - March.....	8,099	18,627	+130.0	11,096,754	24,699,263	+122.6
April - June.....	14,914	28,612	+ 91.8	19,681,679	37,720,227	+ 91.7
July.....	5,186	10,543	+103.3	6,884,914	14,308,973	+107.8
August.....	4,161	9,146	+119.8	5,642,684	12,464,713	+120.9
September.....	4,659	7,386	+ 58.5	6,263,637	10,197,043	+ 62.8
October.....	6,026	8,294	+ 37.6	7,770,381	11,691,944	+ 50.5
November.....	5,020	7,526	+ 49.9	6,701,619	10,388,968	+ 55.0
December.....	5,120	6,671	+ 30.3	7,002,656	9,215,019	+ 31.6
Jan. - December....	53,185	96,805	+ 82.0	71,044,324	130,686,150	+ 84.0
Commercial Vehicles						
Jan. - March.....	5,093	6,096	+ 19.7	8,177,488	9,345,082	+ 14.3
April - June.....	9,084	10,807	+ 19.0	14,592,334	16,863,041	+ 15.6
July.....	2,507	3,625	+ 44.6	3,695,668	5,653,401	+ 53.0
August.....	2,491	4,136	+ 66.0	3,850,404	6,334,576	+ 64.5
September.....	2,524	3,925	+ 55.5	3,866,238	6,426,397	+ 66.2
October.....	2,517	3,625	+ 44.0	3,787,038	5,861,976	+ 54.8
November.....	2,354	3,432	+ 45.8	3,633,933	5,507,921	+ 51.6
December.....	1,747	2,586	+ 48.0	2,864,032	4,434,568	+ 54.8
Jan. - December....	28,317	38,232	+ 35.0	44,467,135	60,426,962	+ 35.9
Total - Passenger Cars and Commercial Vehicles						
Jan. - March.....	13,192	24,723	+ 87.4	19,274,242	34,044,345	+ 76.6
April - June.....	23,998	39,419	+ 64.3	34,274,013	54,583,268	+ 59.3
July.....	7,693	14,168	+ 84.2	10,580,582	19,962,374	+ 88.7
August.....	6,652	13,282	+ 99.7	9,493,088	18,799,289	+ 98.0
September.....	7,183	11,311	+ 57.5	10,129,875	16,623,440	+ 64.1
October.....	8,543	11,919	+ 39.5	11,557,419	17,553,920	+ 51.9
November.....	7,374	10,958	+ 48.6	10,335,552	15,896,889	+ 53.8
December.....	6,867	9,257	+ 34.8	9,866,688	13,649,587	+ 38.3
Jan. - December....	81,502	135,037	+ 65.7	115,511,459	191,113,112	+ 65.4

(1) Includes Newfoundland.

(2) Revised.

TABLE 5.—FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

DECEMBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces (2)	444	546	+ 23.0	593,872	693,719	+ 16.8
Quebec.....	1,126	1,442	+ 28.1	1,702,220	2,189,228	+ 28.6
Ontario.....	2,274	2,341	+ 2.9	3,005,880	3,105,554	+ 3.3
Manitoba.....	224	396	+ 76.8	290,760	529,775	+ 82.2
Saskatchewan.....	201	462	+129.9	264,472	614,618	+132.4
Alberta.....	403	845	+109.7	513,429	1,179,178	+129.7
British Columbia.....	448	639	+ 42.6	632,023	902,927	+ 42.9
CANADA.....	5,120	6,671	+ 30.3	7,002,656	9,215,019	+ 31.6
Commercial Vehicles						
Atlantic Provinces (2)	144	205	+ 42.4	221,233	313,189	+ 41.6
Quebec.....	360	571	+ 58.6	654,743	1,134,630	+ 73.3
Ontario.....	594	694	+ 16.8	976,065	1,163,816	+19.2
Manitoba.....	111	182	+ 64.0	146,031	260,943	+ 78.7
Saskatchewan.....	117	260	+122.2	159,708	374,730	+134.6
Alberta.....	296	434	+ 46.6	486,673	760,456	+ 56.3
British Columbia.....	125	240	+ 92.0	219,579	426,804	+ 94.4
CANADA.....	1,747	2,586	+ 48.0	2,864,032	4,434,568	+ 54.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces (2)	588	751	+ 27.7	815,105	1,006,908	+ 23.5
Quebec.....	1,486	2,013	+ 35.5	2,356,963	3,323,858	+ 41.0
Ontario.....	2,868	3,035	+ 5.8	3,981,945	4,269,370	+ 7.2
Manitoba.....	335	578	+ 72.5	436,791	790,718	+ 81.0
Saskatchewan.....	318	722	+127.0	424,180	989,348	+133.2
Alberta.....	699	1,279	+ 83.0	1,000,102	1,939,634	+ 93.9
British Columbia.....	573	879	+ 53.4	851,602	1,329,731	+ 56.1
CANADA.....	6,867	9,257	+ 34.8	9,866,688	13,649,587	+ 38.3

(1) Revised.

(2) Includes Newfoundland.

TABLE 6--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

DECEMBER 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1)		% Change,	(1)		% Change,
	1949	1950	1950/1949	1949	1950	1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces (2)	740	1,230	+ 73.0	449,133	745,237	+ 65.9
Quebec.....	852	1,692	+ 98.6	725,746	1,257,823	+ 73.3
Ontario.....	4,297	5,282	+ 22.9	2,564,639	3,164,042	+ 23.4
Manitoba.....	275	605	+120.0	176,078	383,014	+117.5
Saskatchewan.....	294	668	+127.2	196,592	430,868	+119.2
Alberta.....	781	1,397	+ 78.9	534,450	987,889	+ 84.8
British Columbia.....	949	1,474	+ 55.3	737,526	1,065,804	+ 44.5
CANADA.....	8,188	12,398	+ 51.4	5,384,164	8,034,677	+ 49.2
Commercial Vehicles						
Atlantic Provinces (2)	261	409	+ 56.7	168,502	242,098	+ 43.7
Quebec.....	397	563	+ 41.8	388,866	529,803	+ 36.2
Ontario.....	739	866	+ 17.2	554,174	649,703	+ 17.2
Manitoba.....	117	195	+ 66.7	72,966	124,147	+ 70.1
Saskatchewan.....	133	261	+ 96.2	98,186	165,234	+ 68.3
Alberta.....	303	464	+ 53.1	237,874	359,388	+ 51.1
British Columbia.....	157	275	+ 75.2	121,868	237,236	+ 94.7
CANADA.....	2,107	3,033	+ 43.9	1,642,436	2,302,609	+ 40.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces (2)	1,001	1,689	+ 68.7	617,635	987,335	+ 59.9
Quebec.....	1,249	2,255	+ 80.5	1,114,612	1,787,626	+ 60.4
Ontario.....	5,036	6,148	+ 22.1	3,118,813	3,813,745	+ 22.3
Manitoba.....	392	800	+104.1	249,044	507,161	+103.6
Saskatchewan.....	427	929	+117.6	294,778	596,102	+102.2
Alberta.....	1,084	1,861	+ 71.7	772,324	1,347,277	+ 74.4
British Columbia.....	1,106	1,749	+ 58.1	859,394	1,303,040	+ 51.6
CANADA.....	10,295	15,431	+ 49.9	7,026,600	10,337,286	+ 47.1

(1) Revised.

(2) Includes Newfoundland.

TABLE 7--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-DECEMBER, 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949	(1) 1949	1950	% Change, 1950/1949
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces (2)	5,086	8,896	+ 74.9	6,567,830	11,344,986	+ 72.7
Quebec.....	12,387	20,463	+ 65.2	18,461,750	30,461,644	+ 65.0
Ontario.....	22,313	38,042	+ 70.5	28,377,391	49,475,188	+ 74.3
Manitoba.....	2,190	4,866	+122.2	2,869,907	6,394,188	+122.8
Saskatchewan.....	2,326	5,413	+132.7	2,950,024	7,145,209	+142.2
Alberta.....	3,977	8,612	+116.5	5,051,268	11,526,755	+128.2
British Columbia.....	4,906	10,513	+114.3	6,766,154	14,338,180	+111.9
CANADA.....	53,185	96,805	+ 82.0	71,044,324	130,686,150	+ 84.0
Commercial Vehicles						
Atlantic Provinces (2)	3,048	3,264	+ 7.1	4,288,522	4,732,993	+ 10.4
Quebec.....	6,245	8,453	+ 35.4	10,523,948	14,834,621	+ 41.0
Ontario.....	9,245	11,974	+ 29.5	14,036,021	18,145,867	+ 29.3
Manitoba.....	1,669	2,420	+ 45.0	2,376,700	3,360,043	+ 41.4
Saskatchewan.....	1,962	3,671	+ 87.1	2,725,582	5,148,819	+ 88.9
Alberta.....	3,727	5,348	+ 43.5	6,226,789	8,901,136	+ 42.9
British Columbia.....	2,421	3,102	+ 28.1	4,289,573	5,303,483	+ 23.6
CANADA.....	28,317	38,232	+ 35.0	44,467,135	60,426,962	+ 35.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces (2)	8,134	12,160	+ 49.5	10,856,352	16,077,979	+ 48.1
Quebec.....	18,632	28,916	+ 55.2	28,985,698	45,296,265	+ 56.3
Ontario.....	31,558	50,016	+ 58.5	42,413,412	67,621,055	+ 59.4
Manitoba.....	3,859	7,286	+ 88.8	5,246,607	9,754,231	+ 85.9
Saskatchewan.....	4,288	9,084	+111.8	5,675,606	12,294,028	+116.6
Alberta.....	7,704	13,960	+ 81.2	11,278,057	20,427,891	+ 81.1
British Columbia.....	7,327	13,615	+ 85.8	11,055,727	19,641,663	+ 77.7
CANADA.....	81,502	135,037	+ 65.7	115,511,459	191,113,112	+ 65.4

(1) Revised.

(2) Includes Newfoundland.

TABLE 8--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

JANUARY-TO-DECEMBER, 1949 AND 1950

Province	Number of Vehicles			Amount of Financing		
	(1) 1949	1950	% Change, 1950/1949 %	(1) 1949 \$	1950 \$	% Change, 1950/1949 %
Passenger Cars						
Atlantic Provinces(2)	8,772	15,982	+ 82.2	5,409,767	9,120,432	+ 68.6
Quebec.....	15,086	26,188	+ 73.6	11,927,154	19,042,789	+ 59.7
Ontario.....	70,498	93,680	+ 32.9	42,764,994	57,627,451	+ 34.8
Manitoba.....	4,218	8,239	+ 95.3	2,745,338	5,252,606	+ 91.3
Saskatchewan.....	3,450	8,014	+132.3	2,441,283	5,019,244	+105.6
Alberta.....	9,909	16,289	+ 64.4	7,137,009	11,112,376	+ 55.7
British Columbia.....	12,662	20,272	+ 60.1	9,557,272	14,246,347	+ 49.1
CANADA.....	124,595	188,664	+ 51.4	81,982,817	121,421,245	+ 48.1
Commercial Vehicles						
Atlantic Provinces(2)	3,640	5,370	+ 47.5	2,499,710	3,326,077	+ 33.1
Quebec.....	5,070	7,427	+ 46.5	4,892,741	6,698,516	+ 36.9
Ontario.....	9,616	12,950	+ 34.7	6,756,518	9,031,344	+ 33.7
Manitoba.....	1,317	2,332	+ 77.1	1,004,371	1,599,855	+ 59.3
Saskatchewan.....	1,419	3,009	+112.1	1,069,014	1,973,242	+ 84.6
Alberta.....	3,443	5,097	+ 48.0	3,077,970	4,177,015	+ 35.7
British Columbia.....	2,386	3,444	+ 44.3	2,389,430	3,015,126	+ 26.2
CANADA.....	26,891	39,629	+ 47.4	21,689,754	29,821,175	+ 37.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces(2)	12,412	21,352	+ 72.0	7,909,477	12,446,509	+ 57.4
Quebec.....	20,156	33,615	+ 66.8	16,819,895	25,741,305	+ 53.0
Ontario.....	80,114	106,630	+ 33.1	49,521,512	66,658,795	+ 34.6
Manitoba.....	5,535	10,571	+ 91.0	3,749,709	6,852,461	+ 82.7
Saskatchewan.....	4,869	11,023	+126.4	3,510,297	6,992,486	+ 99.2
Alberta.....	13,352	21,386	+ 60.2	10,214,979	15,289,391	+ 49.7
British Columbia.....	15,048	23,716	+ 57.6	11,946,702	17,261,473	+ 44.5
CANADA.....	151,486	228,293	+ 50.7	103,672,571	151,242,420	+ 45.9

(1) Revised.

(2) Includes Newfoundland.

TABLE 9--NEW MOTOR VEHICLES - PERCENTAGE OF SALES FINANCED

DECEMBER 1949 AND 1950 and JANUARY-DECEMBER 1949 AND 1950

Province	December				January-December			
	Number		Value		Number		Value	
	(1) 1949	1950	(1) 1949	1950	(1) 1949	1950	(1) 1949	1950
	%	%	%	%	%	%	%	%
Passenger Cars								
Atlantic Provinces(2)	41.0	29.5	28.7	18.4	32.1	34.7	20.7	22.6
Quebec.....	43.0	33.2	32.0	23.3	33.7	35.8	24.1	25.7
Ontario.....	32.0	24.4	21.4	14.6	24.7	26.7	15.4	16.8
Manitoba.....	19.8	37.3	13.0	23.1	19.8	28.9	12.8	18.7
Saskatchewan.....	13.5	33.6	8.8	20.4	17.8	28.3	11.0	18.2
Alberta.....	27.4	44.0	17.6	27.8	26.5	33.6	16.5	21.9
British Columbia....	26.0	25.4	19.1	17.7	24.2	29.3	17.0	20.9
CANADA.....	30.8	29.4	21.3	18.8	26.3	30.0	17.2	19.9
Trucks and Buses								
Atlantic Provinces(2)	34.1	36.8	28.0	27.4	40.9	38.4	29.8	29.0
Quebec.....	38.7	44.0	33.3	38.9	44.0	46.5	33.6	35.6
Ontario.....	33.4	28.2	23.6	21.6	31.4	32.3	22.9	23.2
Manitoba.....	25.8	45.8	13.9	32.3	26.9	36.4	19.6	24.5
Saskatchewan.....	16.9	46.2	12.2	34.4	21.1	30.1	14.7	22.1
Alberta.....	33.5	61.2	27.7	54.9	35.1	40.1	27.4	33.1
British Columbia....	27.0	36.7	25.1	30.8	35.6	37.1	26.6	27.0
CANADA.....	31.2	38.9	24.1	31.4	33.7	36.6	25.2	27.5
Total - Passenger Cars, Trucks, and Buses								
Atlantic Provinces(2)	39.1	31.2	28.5	20.4	34.9	35.6	23.6	24.1
Quebec.....	41.9	35.7	32.3	27.0	36.6	38.4	26.9	28.3
Ontario.....	32.3	25.1	21.9	16.0	26.4	27.8	17.3	18.1
Manitoba.....	21.4	39.6	13.3	25.5	22.3	31.0	15.2	20.3
Saskatchewan.....	14.6	37.3	9.9	24.1	19.2	29.0	12.5	19.7
Alberta.....	29.7	48.6	21.4	34.5	30.1	35.8	21.1	25.7
British Columbia....	26.2	27.7	20.3	20.5	27.1	30.8	19.8	22.2
CANADA.....	30.9	31.6	22.0	21.6	28.5	31.6	19.6	21.8

(1) Revised.

(2) Includes Newfoundland.

TABLE 3--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

63-007

UNIVERSITY OF TORONTO
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Attached is Page 5 of a report issued March 24th,

"Sales of New Motor Vehicles and Motor Vehicle Financing,

January 1951" - Vol. 23, No. 1.

Manitoba.....	264	547	+107.2	203,290	349,595	+ 72.0
Saskatchewan.....	128	442	+245.3	85,068	287,199	+237.6
Alberta.....	376	1,221	+224.7	261,787	868,229	+231.7
British Columbia.....	648	1,486	+129.3	493,722	1,087,087	+120.2
CANADA.....	7,222	12,747	+ 76.5	4,722,211	8,503,391	+ 80.1

Commercial Vehicles

Atlantic Provinces (2)	213	323	+ 51.6	133,081	211,479	+ 58.9
Quebec.....	305	476	+ 56.1	312,675	476,765	+ 52.5
Ontario.....	609	877	+ 44.0	440,811	675,812	+ 53.3
Manitoba.....	96	149	+ 55.2	77,632	138,134	+ 78.0
Saskatchewan.....	58	176	+203.4	40,062	117,134	+192.4
Alberta.....	159	408	+156.6	135,766	341,128	+151.3
British Columbia.....	120	259	+115.8	98,278	247,240	+151.6
CANADA.....	1,560	2,668	+ 71.0	1,238,305	2,207,692	+ 78.3

Total - Passenger Cars and Commercial Vehicles

Atlantic Provinces (2)	727	1,263	+ 73.7	448,709	776,362	+ 73.0
Quebec.....	1,211	1,759	+ 45.3	964,096	1,464,573	+ 51.9
Ontario.....	4,995	7,705	+ 54.3	3,152,106	5,034,402	+ 59.7
Manitoba.....	360	696	+ 93.3	280,922	487,729	+ 73.6
Saskatchewan.....	186	618	+232.3	125,130	404,333	+223.1
Alberta.....	535	1,629	+204.5	397,553	1,209,357	+204.2
British Columbia.....	768	1,745	+127.2	592,000	1,334,327	+125.4
CANADA.....	8,782	15,415	+ 75.5	5,960,516	10,711,083	+ 79.7

(1) Revised.

(2) Includes Newfoundland.

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MERCHANDISING
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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

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Statistics Canada

Vol. 23
No. 1

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1

SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

JANUARY 1951



New Motor Vehicle Sales

Sales of new motor vehicles in January 1951 numbered 33,759 units with a retail value of \$76,318,720, an increase of 25% in number and 39% in value over January 1950 when 26,998 new vehicles sold for \$55,003,056. Increases were much higher than average in the Western Provinces and comparatively moderate in Ontario and the Atlantic Provinces.

This report shows separate totals for each of the Atlantic Provinces for January 1951. A similar breakdown of sales for that area will be used in subsequent reports.

Both passenger car and commercial vehicle sales recorded gains over January 1950. The increase in number of passenger cars sold amounted to 24%, while commercial vehicles registered a gain of 30% in number of units sold.

Financing of Motor Vehicle Sales

New and used vehicles financed in January 1951 numbered 23,763 and had a financed value of \$22,985,286, an increase of 59% in both number and amount compared with January 1950 when 14,962 vehicles were financed to the extent of \$14,462,829.

Prepared in Merchandising and Services Section

New Vehicles--There were 8,348 new vehicles financed for \$12,274,203 in 1951, 35% more than in January 1950 when 6,180 new vehicles were financed for an amount of \$8,502,313. New passenger car sales financed numbered 6133, 33% more than in the same month of 1950. The number of commercial vehicles financed increased 40% over January a year ago. The pattern of provincial increase was much the same as that for new vehicle sales, highest increases being those for the Western Provinces.

Used Vehicles--Financing of used vehicle sales recorded a remarkable advance in January of this year. Used passenger car financing totalled 12,747 units above the 7,222 financed in January 1950. There was a 71% increase in used commercial vehicle financing.

Sales of Financing of New Motor Vehicles Compared

Number of New Vehicles Financed as Percentage of

New Vehicle Sales, Canada, 1950 and 1951

	<u>January</u>	
	<u>1950</u>	<u>1951</u>
	<u>%</u>	<u>%</u>
Passenger cars.....	21.8	23.5
Commercial vehicles.	26.9	29.0
Total.....	22.9	24.7

Year's subscription,	\$2.00
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TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

JANUARY 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland.....	-	161	-	-	315,803	-
Prince Edward Island..	-	117	-	-	262,865	-
Nova Scotia.....	-	887	-	-	2,001,812	-
New Brunswick.....	-	689	-	-	1,539,611	-
Atlantic Provinces (2) .	1,613	1,854	+14.9	3,175,029	4,120,091	+ 29.8
Quebec.....	3,892	4,782	+22.9	8,072,299	11,294,361	+ 39.9
Ontario.....	10,479	11,246	+ 7.3	21,259,356	25,712,243	+ 20.9
Manitoba.....	865	1,371	+58.5	1,810,192	3,120,870	+ 72.4
Saskatchewan.....	925	1,600	+73.0	1,855,748	3,584,875	+ 93.2
Alberta.....	1,283	2,335	+82.0	2,566,574	5,356,331	+108.7
British Columbia	2,050	2,938	+43.3	3,695,235	5,927,744	+ 60.4
CANADA.....	21,107	26,126	+23.8	42,434,433	59,116,515	+ 39.3
Commercial Vehicles						
Newfoundland.....	-	67	-	-	164,474	-
Prince Edward Island..	-	59	-	-	115,847	-
Nova Scotia.....	-	260	-	-	499,855	-
New Brunswick.....	-	223	-	-	520,383	-
Atlantic Provinces (2) .	600	609	+ 1.5	1,095,687	1,300,559	+ 18.7
Quebec.....	1,078	1,541	+42.9	2,384,928	3,843,780	+ 61.2
Ontario.....	2,125	2,858	+34.5	4,459,346	6,538,765	+ 46.6
Manitoba.....	342	362	+ 5.8	659,859	751,471	+ 13.9
Saskatchewan.....	626	644	+ 2.9	1,193,137	1,264,236	+ 6.0
Alberta.....	707	1,044	+47.7	1,401,958	2,187,038	+ 56.0
British Columbia.....	413	575	+39.2	1,373,708	1,316,356	- 4.2
CANADA.....	5,891	7,633	+29.6	12,568,623	17,202,205	+ 36.9
Total - Passenger Cars and Commercial Vehicles						
Newfoundland.....	-	228	-	-	480,277	-
Prince Edward Island..	-	176	-	-	378,712	-
Nova Scotia.....	-	1,147	-	-	2,501,667	-
New Brunswick.....	-	912	-	-	2,059,994	-
Atlantic Provinces (2) .	2,213	2,463	+11.3	4,270,716	5,420,650	+ 26.9
Quebec.....	4,970	6,323	+27.2	10,457,227	15,138,141	+ 44.8
Ontario.....	12,604	14,104	+11.9	25,718,702	32,251,008	+ 25.4
Manitoba.....	1,207	1,733	+43.6	2,470,051	3,872,341	+ 56.8
Saskatchewan.....	1,551	2,244	+44.7	3,048,885	4,849,111	+ 59.0
Alberta.....	1,990	3,379	+69.8	3,968,532	7,543,369	+ 90.1
British Columbia.....	2,463	3,513	+42.6	5,068,943	7,244,100	+ 42.9
CANADA	26,998	33,759	+25.0	55,003,056	76,318,720	+ 38.8

(1) Revised

(2) Includes Newfoundland.

TABLE 2 --FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces (2)	335	397	+ 18.5	433,064	516,689	+ 19.3
Quebec.....	1,069	1,182	+ 10.6	1,543,221	1,834,685	+ 18.9
Ontario.....	2,150	2,733	+ 27.1	2,766,563	3,658,596	+ 32.2
Manitoba.....	186	279	+ 50.0	244,745	377,518	+ 54.2
Saskatchewan.....	150	263	+ 75.3	187,266	350,933	+ 87.4
Alberta.....	305	651	+113.4	427,415	933,564	+118.4
British Columbia.....	401	628	+ 56.6	520,792	872,729	+ 67.6
CANADA.....	4,596	6,133	+ 33.4	6,123,066	8,544,714	+ 39.5
Commercial Vehicles						
Atlantic Provinces (2)	159	181	+ 13.8	228,092	266,504	+ 16.8
Quebec.....	287	501	+ 74.6	462,050	934,230	+102.2
Ontario.....	638	782	+ 22.6	884,200	1,263,256	+ 42.9
Manitoba.....	103	138	+ 34.0	146,774	209,054	+ 42.4
Saskatchewan.....	79	131	+ 65.8	107,724	193,920	+ 80.0
Alberta.....	219	289	+ 32.0	382,295	492,333	+ 28.8
British Columbia.....	99	193	+ 94.9	168,112	370,192	+120.2
CANADA.....	1,584	2,215	+ 39.8	2,379,247	3,729,489	+ 56.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces (2)	494	578	+ 17.0	661,156	783,193	+ 18.5
Quebec.....	1,356	1,683	+ 24.1	2,005,271	2,768,915	+ 38.1
Ontario.....	2,788	3,515	+ 26.1	3,650,763	4,921,852	+ 34.8
Manitoba.....	289	417	+ 44.3	391,519	586,572	+ 49.8
Saskatchewan.....	229	394	+ 72.1	294,990	544,853	+ 84.7
Alberta.....	524	940	+ 79.4	809,710	1,425,897	+ 76.1
British Columbia.....	500	821	+ 64.2	688,904	1,242,921	+ 80.4
CANADA.....	6,180	8,348	+ 35.1	8,502,313	12,274,203	+ 44.4

(1) Revised.

(2) Includes Newfoundland.

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4

Statistics
Canada

SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

FEBRUARY 1951



New Motor Vehicle Sales

Sales of new motor vehicles in Canada in February numbered 43,080, 44% above the February 1950 figure of 30,000 units. The retail value of new vehicles sold advanced at a greater rate (67%) between February this year and last, the value of sales in February 1951 amounting to \$100,032,497 as compared with \$59,802,993 in February 1950. The greatest increase was recorded in Ontario where the number of new vehicles sold advanced 54% over February a year ago. A gain of only 12% was recorded for the Atlantic Provinces, while increases in the other provinces ranged from 35% to 44%.

Commercial vehicle sales registered a greater percentage gain in February than did passenger cars. Sales of new trucks and buses increased 58%, from 6,271 in February 1950 to 9,881 in February 1951. There were 33,199 new passenger cars sold, a gain of 40% over February 1950.

Figures on sales of buses have been combined with those for trucks and appear as "Commercial Vehicles" in the main tables of this report. Sales of buses in February are shown separately in the following table.

Prepared in Merchandising and Services Section

Sales of Buses, February, 1950 and 1951

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u> \$	<u>1951</u> \$
Quebec	10	21	143,961	375,566
Ontario	12	15	219,972	174,792
Manitoba	-	2	-	35,157
Alberta	1	-	11,583	-
British Columbia	10	14	253,353	305,613
Canada	33	52	628,869	891,128

Financing of Motor Vehicle Sales

New Vehicles--The number of new vehicle sales financed in February 1951 was 8,730, 8% higher than the 8,097 vehicle sales financed in February 1950. The amount of financing involved was \$13,144,521 in February this year, an increase of 17% over February a year ago. Percentage changes over February last year varied widely as between different provinces. Decreases of 20% and 1% were recorded for the number of new vehicle sales financed in the Atlantic Provinces and Quebec respectively. A small increase of 3% was recorded for Ontario, while the Western Provinces recorded more substantial increases ranging between 27% and 47%.

New passenger car sales financed in February numbered 6,463 vehicles with a financed value of \$9,239,621, 3% in number and 11% in amount of financing above February 1950. Commercial vehicle sales financed increased from 1,840 to 2,267, a gain of 23%, while the financed value of commercial vehicles was up 35%.

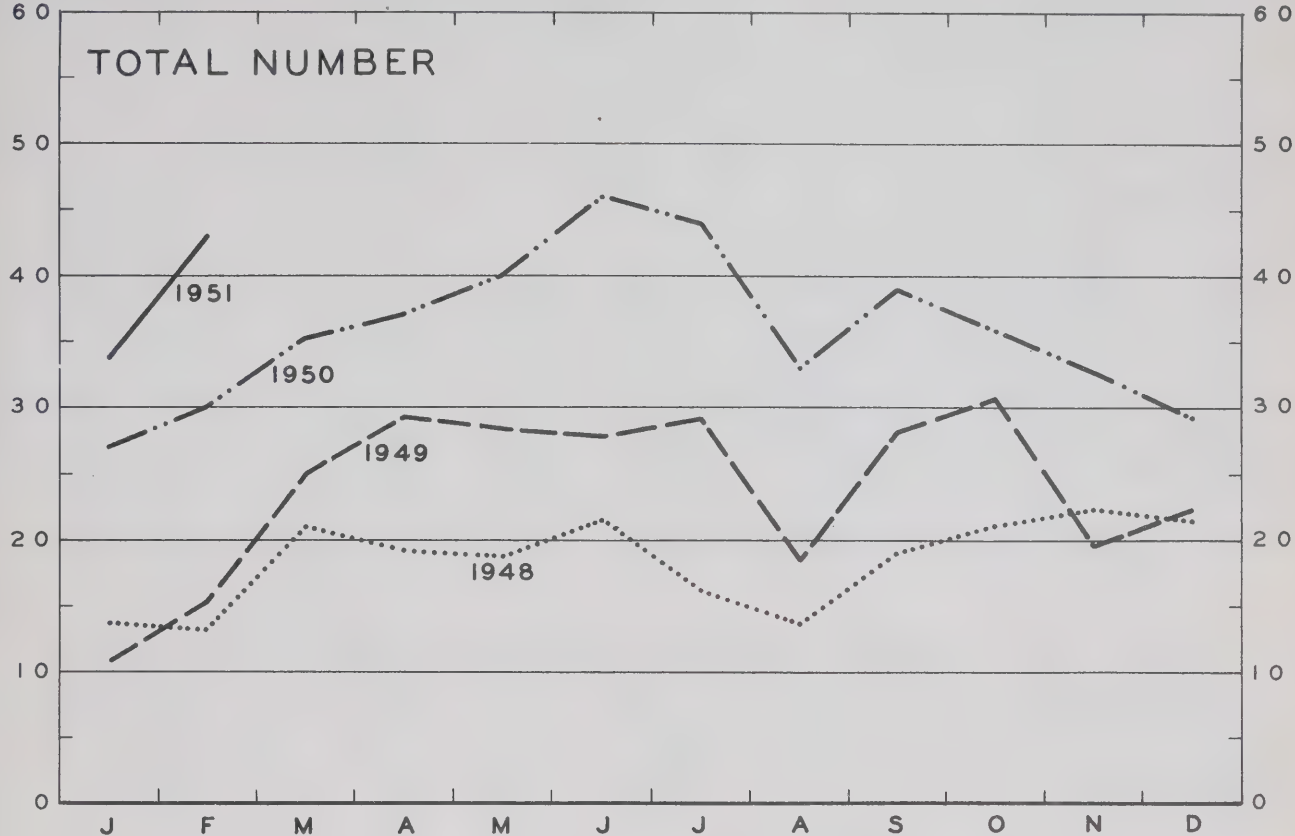
Used Vehicles--Used vehicle sales financed in February numbered 16,354 vehicles with a financed value of \$11,477,580, up 37% in number and 42% in amount of financing from February last year. The largest percentage gain occurred in Saskatchewan where used vehicle sales financed increased 141%. Used passenger car financing advanced 36% from 10,008 cars in February 1950 to 13,625 in February 1951, while commercial vehicles financed increased from 1,955 units to 2,729 units, or 40%.

Year's subscription,	\$2.00
Single copies,	.25

NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
OF VEHICLES
60

THOUSANDS
OF VEHICLES
60



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

JANUARY

JANUARY AND FEBRUARY

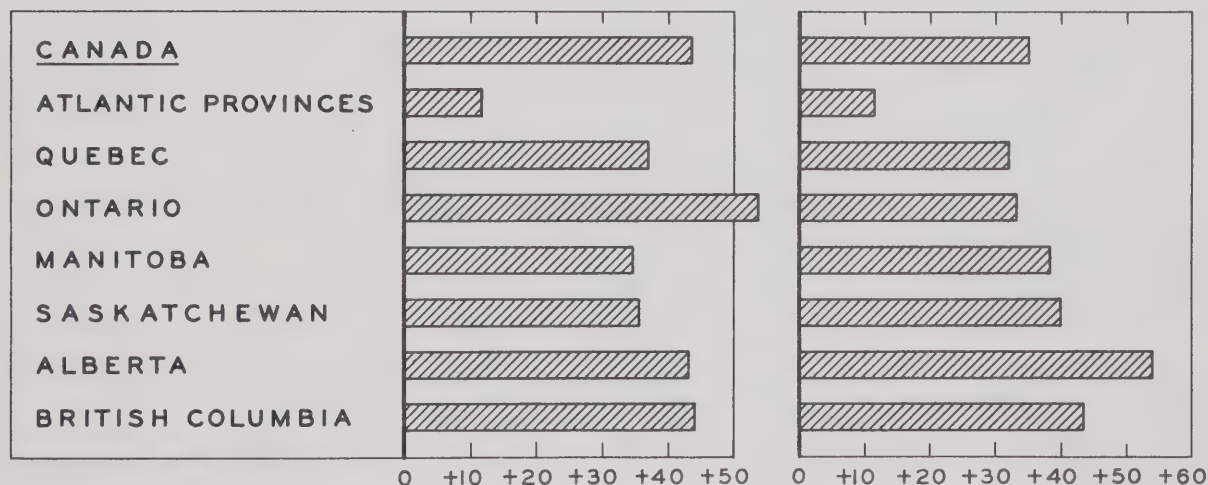


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

FEBRUARY 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	-	111	-	-	251,484	-
Prince Edward Island ..	-	96	-	-	217,456	-
Nova Scotia	-	957	-	-	2,170,855	-
New Brunswick	-	724	-	-	1,665,468	-
Atlantic Provinces ...	1,762	1,888	+ 7.2	3,345,142	4,305,263	+ 28.7
Quebec	4,024	5,341	+ 32.7	8,350,623	13,243,171	+ 58.6
Ontario	10,661	16,028	+ 50.3	21,409,395	37,853,347	+ 76.8
Manitoba	1,281	1,648	+ 28.6	2,551,164	3,880,823	+ 52.1
Saskatchewan	1,236	1,590	+ 28.6	2,423,781	3,691,266	+ 52.3
Alberta	1,973	2,758	+ 39.8	3,877,650	6,459,543	+ 66.6
British Columbia	2,792	3,946	+ 41.3	5,030,338	8,600,828	+ 71.0
CANADA	23,729	33,199	+ 39.9	46,988,093	78,034,241	+ 66.1
Commercial Vehicles (2)						
Newfoundland	-	25	-	-	48,020	-
Prince Edward Island ..	-	64	-	-	122,260	-
Nova Scotia	-	331	-	-	629,872	-
New Brunswick	-	243	-	-	551,244	-
Atlantic Provinces ...	519	663	+ 27.7	1,024,123	1,351,396	+ 32.0
Quebec	923	1,435	+ 55.5	2,048,872	3,698,738	+ 80.5
Ontario	2,472	4,165	+ 68.5	5,173,713	9,099,043	+ 75.9
Manitoba	352	548	+ 55.7	666,609	1,151,365	+ 72.7
Saskatchewan	515	786	+ 52.6	931,769	1,591,123	+ 70.8
Alberta	908	1,368	+ 50.7	1,720,783	2,846,189	+ 65.4
British Columbia	582	916	+ 57.4	1,249,031	2,260,402	+ 81.0
CANADA	6,271	9,881	+ 57.6	12,814,900	21,998,256	+ 71.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	-	136	-	-	299,504	-
Prince Edward Island ..	-	160	-	-	339,716	-
Nova Scotia	-	1,288	-	-	2,800,727	-
New Brunswick	-	967	-	-	2,216,712	-
Atlantic Provinces ...	2,281	2,551	+ 11.8	4,369,265	5,656,659	+ 29.5
Quebec	4,947	6,776	+ 37.0	10,399,495	16,941,909	+ 62.9
Ontario	13,133	20,193	+ 53.8	26,583,108	46,952,390	+ 76.6
Manitoba	1,633	2,196	+ 34.5	3,217,773	5,032,188	+ 56.4
Saskatchewan	1,751	2,376	+ 35.7	3,355,550	5,282,389	+ 57.4
Alberta	2,881	4,126	+ 43.2	5,598,433	9,305,732	+ 66.2
British Columbia	3,374	4,862	+ 44.1	6,279,369	10,861,230	+ 73.0
CANADA	30,000	43,080	+ 43.6	59,802,993	100,032,497	+ 67.3

(1) Revised.

(2) Includes trucks and buses.

TABLE 2--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

FEBRUARY 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1)		% Change,	(1)		% Change,
	1950	1951	1951/1950	1950	1951	1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	516	413	- 10.0	630,660	563,378	- 10.7
Quebec	1,457	1,295	- 11.1	2,117,323	2,074,290	- 2.0
Ontario	2,812	2,747	- 2.3	3,636,604	3,732,844	+ 2.6
Manitoba	263	315	+ 19.8	344,026	430,683	+ 25.2
Saskatchewan	204	313	+ 53.4	273,044	443,896	+ 62.6
Alberta	448	665	+ 48.4	586,163	976,147	+ 66.5
British Columbia	557	715	+ 28.4	706,990	1,018,383	+ 44.0
CANADA	6,257	6,463	+ 3.3	8,294,810	9,239,621	+ 11.4
Commercial Vehicles						
Atlantic Provinces ...	187	150	- 19.8	262,621	231,520	- 11.8
Quebec	413	548	+ 32.7	710,395	1,050,380	+ 47.9
Ontario	662	835	+ 26.1	1,044,561	1,331,432	+ 27.5
Manitoba	88	132	+ 50.0	131,821	207,099	+ 57.1
Saskatchewan	84	110	+ 31.0	117,444	182,908	+ 55.7
Alberta	243	288	+ 18.5	369,666	495,914	+ 34.2
British Columbia	163	204	+ 25.2	262,220	405,647	+ 54.7
CANADA	1,840	2,267	+ 23.2	2,898,728	3,904,900	+ 34.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	703	563	- 19.9	893,281	794,898	- 11.0
Quebec	1,870	1,843	- 1.4	2,827,718	3,124,670	+ 10.5
Ontario	3,474	3,582	+ 3.1	4,681,165	5,064,276	+ 8.2
Manitoba	351	447	+ 27.4	475,847	637,782	+ 34.0
Saskatchewan	288	423	+ 46.9	390,488	626,804	+ 60.5
Alberta	691	953	+ 37.9	955,829	1,472,061	+ 54.0
British Columbia	720	919	+ 27.6	969,210	1,424,030	+ 46.9
CANADA	8,097	8,730	+ 7.8	11,193,538	13,144,521	+ 17.4

(1) Revised.

TABLE 3--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

FEBRUARY 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	767	1,171	+ 52.7	463,906	703,711	+ 51.7
Quebec	1,356	1,511	+ 11.4	1,054,865	1,216,333	+ 15.3
Ontario	5,367	6,885	+ 28.3	3,220,430	4,459,201	+ 38.5
Manitoba	355	567	+ 59.7	263,564	400,580	+ 52.0
Saskatchewan	205	467	+127.8	133,210	324,523	+143.6
Alberta	827	1,291	+ 56.1	572,930	953,317	+ 66.4
British Columbia	1,131	1,733	+ 53.2	820,847	1,306,082	+ 59.1
CANADA	10,008	13,625	+ 36.1	6,529,752	9,363,747	+ 43.4
Commercial Vehicles						
Atlantic Provinces ...	299	346	+ 15.7	200,159	205,061	+ 2.4
Quebec	377	467	+ 23.9	365,122	457,756	+ 25.4
Ontario	720	955	+ 32.6	512,477	674,520	+ 31.6
Manitoba	95	170	+ 78.9	72,358	129,078	+ 78.4
Saskatchewan	53	155	+192.5	31,658	122,619	+287.3
Alberta	227	399	+ 75.8	219,907	314,648	+ 43.1
British Columbia	184	237	+ 28.8	156,178	210,151	+ 34.6
CANADA	1,955	2,729	+ 39.6	1,557,859	2,113,833	+ 35.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,066	1,517	+ 42.3	664,065	908,772	+ 36.8
Quebec	1,733	1,978	+ 14.1	1,419,987	1,674,089	+ 17.9
Ontario	6,087	7,840	+ 28.8	3,732,907	5,133,721	+ 37.5
Manitoba	450	737	+ 63.8	335,922	529,658	+ 57.7
Saskatchewan	258	622	+141.1	164,868	447,142	+171.2
Alberta	1,054	1,690	+ 60.3	792,837	1,267,965	+ 59.9
British Columbia	1,315	1,970	+ 49.8	977,025	1,516,233	+ 55.2
CANADA	11,963	16,354	+ 36.7	8,087,611	11,477,580	+ 41.9

(1) Revised.

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3

SALES OF NEW MOTOR VEHICLES

and

FINANCING OF MOTOR VEHICLE SALES

MARCH 1951



New Motor Vehicle Sales

A new record for monthly volume of new motor vehicle sales was established in March. Sales in that month numbered 49,404 units and these had a total retail value of \$116,245,475. Increases over March 1950 were 40% in number and 64% in value. The much greater increase in value reflects an increase in the average purchase price which was \$2,353 in March this year and \$2,005 in March a year ago. New passenger cars sold in March totalled 37,885 (also a new record) and were 37% above the March 1950 total of 27,626.

In the first quarter of 1951, 126,243 new vehicles were sold for \$292,596,692, up 37% in number and 58% in value from the same period of last year. Three out of four sales were of passenger cars. Total passenger car sales amounted to 97,210 in the first three months of 1951, 34% above the corresponding quarterly total of 72,462 in 1950. Average selling value was \$2,318 in the first quarter of 1951 and \$2,011 in the similar period of 1950.

Sales of buses are included under the heading of "Commercial Vehicles" in the main tables of this report. A separate tabulation of bus sales showed the following results for March:

Sales of Buses, March 1950 and 1951

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
Atlantic Provinces	2	-	13,423	-
Quebec	6	3	64,420	42,046
Ontario	15	11	263,811	164,198
Manitoba	-	5	-	88,566
Saskatchewan	-	-	-	-
Alberta	12	13	238,862	261,992
British Columbia	-	27	-	576,574
CANADA	35	59	580,516	1,133,376

Financing of Motor Vehicle Sales

Increases in the financing of new vehicles by finance companies were not as large as those for sales during the early part of this year, an indication that many more vehicles were being bought for cash.

The 12,745 new vehicles financed in March were 21% above the March 1950 total of 10,575, and the quarterly total of 29,823 new units financed represented a gain of 20% over the figure of 24,852 recorded for the first quarter of 1950. A total of 9,811 new passenger vehicles was financed in March and 22,407 in the first quarter of this year.

Used motor vehicle financing showed a much higher increase in March and in the quarterly results compared with new vehicle financing results. Used passenger car financing increased 50% in the month and a similar percentage gain was recorded for the first quarter.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for March and for the first quarter of this year and last.

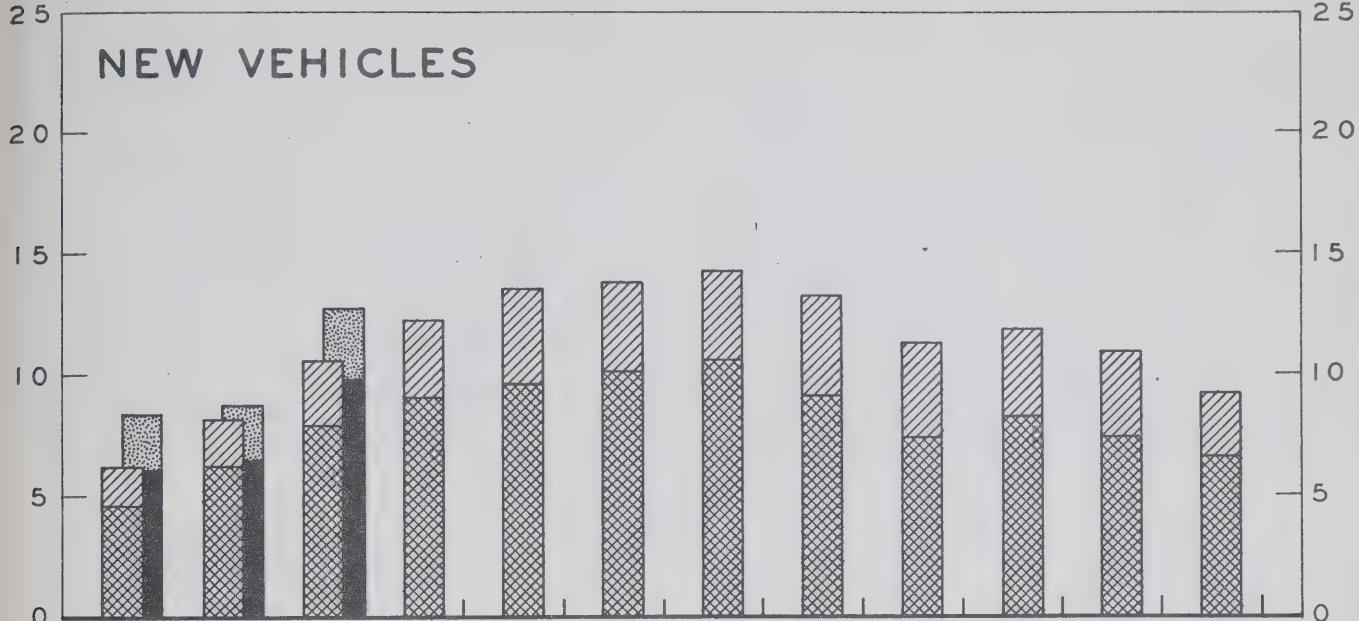
<u>Month and Item</u>	<u>Passenger Cars</u>	<u>Commercial Vehicles</u>
<u>March 1950</u>		
No. Sold	27,626	7,698
No. Financed	7,878	2,697
% of Sales Financed	28.5	35.0
<u>March 1951</u>		
No. Sold	37,885	11,519
No. Financed	9,811	2,934
% of Sales Financed	25.9	25.5
<u>Jan.-Mar. 1950</u>		
No. Sold	72,462	19,860
No. Financed	18,731	6,121
% of Sales Financed	25.8	30.8
<u>Jan.-Mar. 1951</u>		
No. Sold	97,210	29,033
No. Financed	22,407	7,416
% of Sales Financed	23.1	25.5

FINANCING OF MOTOR VEHICLES SALES IN CANADA, 1950 (REVISED) - 1951

THOUSANDS
OF VEHICLES
25

THOUSANDS
OF VEHICLES
25

NEW VEHICLES



USED VEHICLES

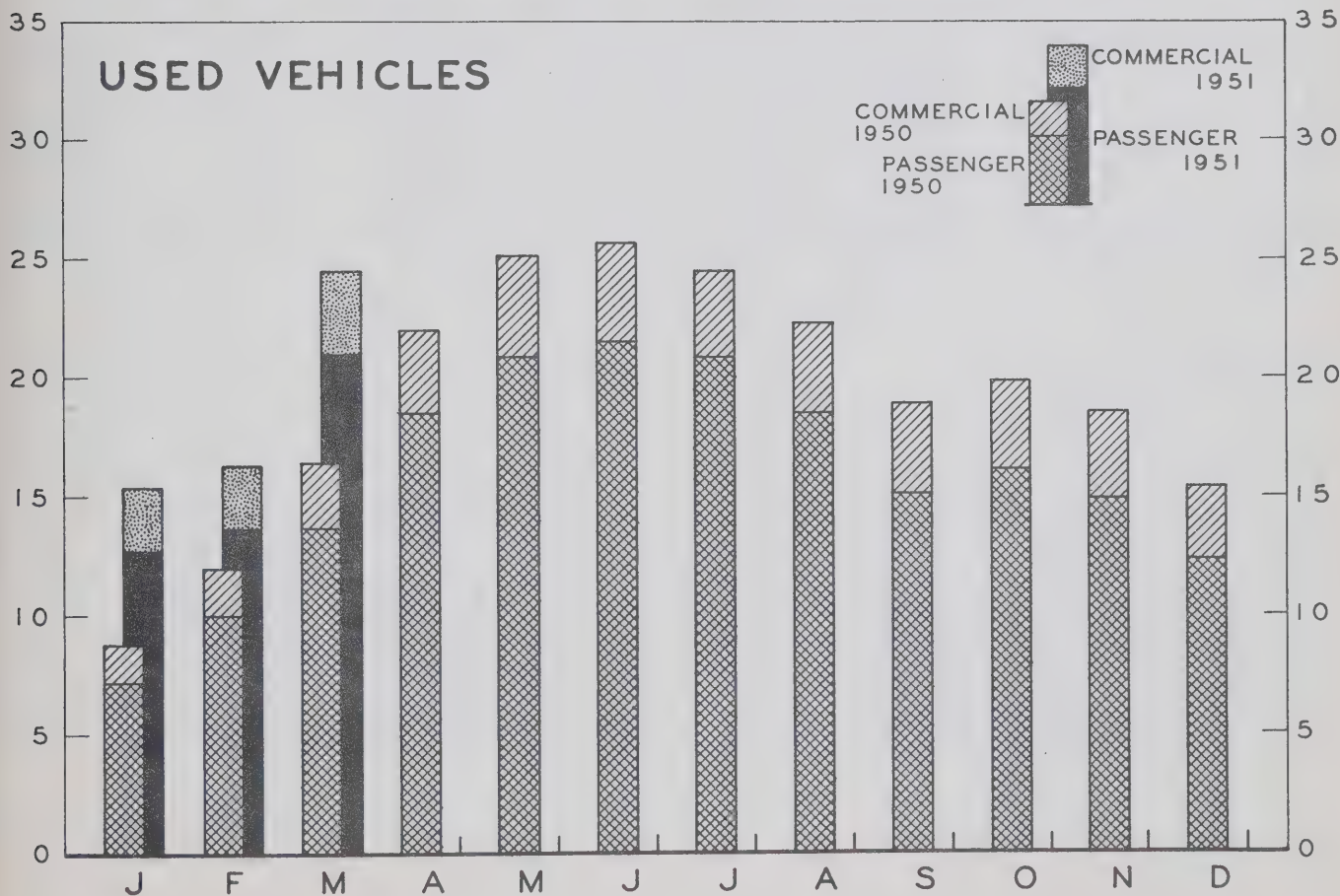


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

MARCH 1950 AND 1951

Province	Number			Retail Value		
	1950 (2)	1951	% Change, 1951/1950	1950(2)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	-	243	-	-	550,359	-
Prince Edward Island.	-	101	-	-	229,896	-
Nova Scotia	-	1,296	-	-	2,983,095	-
New Brunswick	-	1,196	-	-	2,700,500	-
Atlantic Provinces ..	2,584	2,836	+ 9.8	4,911,927	6,463,850	+ 31.6
Quebec	4,610	6,878	+ 49.2	9,356,749	16,713,768	+ 78.6
Ontario	11,127	17,910	+ 61.0	22,033,529	42,573,646	+ 93.2
Manitoba	1,868	2,157	+ 15.5	3,666,940	5,012,134	+ 36.7
Saskatchewan	2,379	1,972	- 17.0	4,754,783	4,550,660	- 4.3
Alberta	2,366	2,927	+ 23.7	4,657,374	6,967,377	+ 49.6
British Columbia	2,692	3,205	+ 19.1	4,949,526	7,255,720	+ 46.6
CANADA	27,626	37,885	+ 37.1	54,330,828	89,537,155	+ 64.8
Commercial Vehicles (1)						
Newfoundland	-	72	-	-	140,095	-
Prince Edward Island.	-	61	-	-	123,172	-
Nova Scotia	-	319	-	-	638,952	-
New Brunswick	-	386	-	-	799,339	-
Atlantic Provinces ..	768	838	+ 9.1	1,459,211	1,701,558	+ 16.6
Quebec	1,365	2,049	+ 50.1	2,901,711	4,785,157	+ 64.9
Ontario	2,301	4,639	+101.6	5,411,357	10,840,931	+100.3
Manitoba	413	681	+ 64.9	845,252	1,480,948	+ 75.2
Saskatchewan	1,295	970	- 25.1	2,494,454	1,898,581	- 23.9
Alberta	1,070	1,350	+ 26.2	2,337,687	3,106,773	+ 32.9
British Columbia	486	992	+104.1	1,036,189	2,894,372	+179.3
CANADA	7,698	11,519	+ 49.6	16,485,861	26,708,320	+ 62.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	-	315	-	-	690,454	-
Prince Edwards Island.	-	162	-	-	353,068	-
Nova Scotia	-	1,615	-	-	3,622,047	-
New Brunswick	-	1,582	-	-	3,499,839	-
Atlantic Provinces ..	3,352	3,674	+ 9.6	6,371,138	8,165,408	+ 28.2
Quebec	5,975	8,927	+ 49.4	12,258,460	21,498,925	+ 75.4
Ontario	13,428	22,549	+ 67.9	27,444,886	53,414,577	+ 94.6
Manitoba	2,281	2,838	+ 24.4	4,512,192	6,493,082	+ 43.9
Saskatchewan	3,674	2,942	- 19.9	7,249,237	6,449,241	- 11.0
Alberta	3,436	4,277	+ 24.5	6,995,061	10,074,150	+ 44.0
British Columbia	3,178	4,197	+ 32.1	5,985,715	10,150,092	+ 69.6
CANADA	35,324	49,404	+ 39.9	70,816,689	116,245,475	+ 64.1

(1) Includes trucks and buses.

(2) Revised.

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

5

JANUARY-TO-MARCH, 1950 AND 1951

Province	Number			Retail Value		
	1950 (2)	1951	% Change, 1951/1950	1950(2)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	-	515	-	-	1,117,646	-
Prince Edward Island.	-	314	-	-	710,217	-
Nova Scotia	-	3,140	-	-	7,155,762	-
New Brunswick	-	2,609	-	-	5,905,579	-
Atlantic Provinces ..	5,959	6,578	+ 10.4	11,432,098	14,889,204	+ 30.2
Quebec	12,526	17,001	+ 35.7	25,779,671	41,251,300	+ 60.0
Ontario	32,267	45,184	+ 40.0	64,702,280	106,139,236	+ 64.0
Manitoba	4,014	5,176	+ 28.9	8,028,296	12,013,827	+ 49.6
Saskatchewan	4,540	5,162	+ 13.7	9,034,312	11,826,801	+ 30.9
Alberta	5,622	8,020	+ 42.7	11,101,598	18,783,251	+ 69.2
British Columbia	7,534	10,089	+ 33.9	13,675,099	21,784,292	+ 59.3
CANADA	72,462	97,210	+ 34.2	143,753,354	226,687,911	+ 57.7
Commercial Vehicles (1)						
Newfoundland	-	164	-	-	352,589	-
Prince Edward Island.	-	184	-	-	361,279	-
Nova Scotia	-	910	-	-	1,768,679	-
New Brunswick	-	852	-	-	1,870,966	-
Atlantic Provinces ..	1,887	2,110	+ 11.8	3,579,021	4,353,513	+ 21.6
Quebec	3,366	5,025	+ 49.3	7,335,511	12,327,675	+ 68.1
Ontario	6,898	11,662	+ 69.1	15,044,416	26,478,739	+ 76.0
Manitoba	1,107	1,591	+ 43.7	2,171,720	3,383,784	+ 55.8
Saskatchewan	2,436	2,400	- 1.5	4,619,360	4,753,940	+ 2.9
Alberta	2,685	3,762	+ 40.1	5,460,428	8,140,000	+ 49.1
British Columbia	1,481	2,483	+ 67.7	3,658,928	6,471,130	+ 76.9
CANADA	19,860	29,033	+ 46.2	41,869,384	65,908,781	+ 57.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	-	679	-	-	1,470,235	-
Prince Edward Island.	-	498	-	-	1,071,496	-
Nova Scotia	-	4,050	-	-	8,924,441	-
New Brunswick	-	3,461	-	-	7,776,545	-
Atlantic Provinces ..	7,846	8,688	+ 10.7	15,011,119	19,242,717	+ 28.2
Quebec	15,892	22,026	+ 38.6	33,115,182	53,578,975	+ 61.8
Ontario	39,165	56,846	+ 45.1	79,746,696	132,617,975	+ 66.3
Manitoba	5,121	6,767	+ 32.1	10,200,016	15,397,611	+ 51.0
Saskatchewan	6,976	7,562	+ 8.4	13,653,672	16,580,741	+ 21.4
Alberta	8,307	11,782	+ 41.8	16,562,026	26,923,251	+ 62.6
British Columbia	9,015	12,572	+ 39.5	17,334,027	28,255,422	+ 63.0
CANADA	92,322	126,243	+ 36.7	185,622,738	292,596,692	+ 57.6

(1) Includes trucks and buses.

(2) Revised.

TABLE 3.--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, 1950 AND 1951

Month	Number			Retail Value		
	1950 (2)	1951	% Change, 1951/1950 %	1950(2) \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
January	21,107	26,126	+ 23.8	42,434,433	59,116,515	+ 39.3
February	23,729	33,199	+ 39.9	46,988,093	78,034,241	+ 66.1
March	27,626	37,885	+ 37.1	54,330,828	89,537,155	+ 64.8
Jan. - March .	72,462	97,210	+ 34.2	143,753,354	226,687,911	+ 57.7
Commercial Vehicles (1)						
January	5,891	7,633	+ 29.6	12,568,623	17,202,205	+ 36.9
February	6,271	9,881	+ 57.6	12,814,900	21,998,256	+ 71.7
March	7,698	11,519	+ 49.6	16,485,861	26,708,320	+ 62.0
Jan. - March .	19,860	29,033	+ 46.2	41,869,384	65,908,781	+ 57.4
Total - Passenger Cars and Commercial Vehicles						
January	26,998	33,759	+ 25.0	55,003,056	76,318,720	+ 38.8
February	30,000	43,080	+ 43.6	59,802,993	100,032,497	+ 67.3
March	35,324	49,404	+ 39.9	70,816,689	116,245,475	+ 64.1
Jan. - March .	92,322	126,243	+ 36.7	185,622,738	292,596,692	+ 57.6

(1) Includes trucks and buses.

(2) Revised.

TABLE 4.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA, 1950 AND 1951

Month	Number of Vehicles			Amount of Financing		
	1950 (1)	1951	% Change, 1951/1950	1950 (1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
January	4,596	6,133	+ 33.4	6,123,066	8,544,714	+ 39.5
February	6,257	6,463	+ 3.3	8,294,810	9,239,621	+ 11.4
March	7,878	9,811	+ 24.5	10,406,563	14,488,369	+ 39.2
Jan. - March .	18,731	22,407	+ 19.6	24,824,439	32,272,704	+ 30.0
Commercial Vehicles						
January	1,584	2,215	+ 39.8	2,379,247	3,729,489	+ 56.8
February	1,840	2,267	+ 23.2	2,898,728	3,904,900	+ 34.7
March	2,697	2,934	+ 8.8	4,091,105	4,712,687	+ 15.2
Jan. - March .	6,121	7,416	+ 21.2	9,369,080	12,347,076	+ 31.8
Total - Passenger Cars and Commercial Vehicles						
January	6,180	8,348	+ 35.1	8,502,313	12,274,203	+ 44.4
February	8,097	8,730	+ 7.8	11,193,538	13,144,521	+ 17.4
March	10,575	12,745	+ 20.5	14,497,668	19,201,056	+ 32.4
Jan. - March .	24,852	29,823	+ 20.0	34,193,519	44,619,780	+ 30.5

(1) Revised.

TABLE 5.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

MARCH 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950 (1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	721	772	+ 7.1	872,658	1,065,085	+ 22.1
Quebec	1,558	2,222	+ 42.6	2,278,477	3,608,836	+ 58.4
Ontario	3,079	3,948	+ 28.2	3,992,912	5,555,697	+ 39.1
Manitoba	439	472	+ 7.5	574,350	685,502	+ 19.4
Saskatchewan	424	433	+ 2.1	537,203	652,560	+ 21.5
Alberta	728	846	+ 16.2	937,558	1,276,462	+ 36.1
British Columbia	929	1,118	+ 20.3	1,213,405	1,644,227	+ 35.5
CANADA	7,878	9,811	+ 24.5	10,406,563	14,488,369	+ 39.2
Commercial Vehicles						
Atlantic Provinces ...	265	219	- 17.4	365,950	302,116	- 17.4
Quebec	572	759	+ 32.7	964,752	1,311,142	+ 35.9
Ontario	896	949	+ 5.9	1,308,569	1,462,047	+ 11.7
Manitoba	125	194	+ 55.2	174,908	281,091	+ 60.7
Saskatchewan	179	152	- 15.1	242,181	251,028	+ 3.7
Alberta	411	354	- 13.9	657,447	576,723	- 12.3
British Columbia	249	307	+ 23.3	377,298	528,540	+ 40.1
CANADA	2,697	2,934	+ 8.8	4,091,105	4,712,687	+ 15.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	986	991	+ 0.5	1,238,608	1,367,201	+ 10.4
Quebec	2,130	2,981	+ 40.0	3,243,229	4,919,978	+ 51.7
Ontario	3,975	4,897	+ 23.2	5,301,481	7,017,744	+ 32.4
Manitoba	564	666	+ 18.1	749,258	966,593	+ 29.0
Saskatchewan	603	585	- 3.0	779,384	903,588	+ 15.9
Alberta	1,139	1,200	+ 5.4	1,595,005	1,853,185	+ 16.2
British Columbia	1,178	1,425	+ 21.0	1,590,703	2,172,767	+ 36.6
CANADA	10,575	12,745	+ 20.5	14,497,668	19,201,056	+ 32.4

(1) Revised.

TABLE 6.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

MARCH 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950 (1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,152	1,923	+ 66.9	671,844	1,270,927	+ 89.2
Quebec	1,809	2,874	+ 58.9	1,354,764	2,364,160	+ 74.5
Ontario	6,642	10,567	+ 59.1	4,130,888	7,244,020	+ 75.4
Manitoba	619	986	+ 59.3	409,577	723,447	+ 76.6
Saskatchewan	431	582	+ 35.0	270,889	401,042	+ 48.0
Alberta	1,307	1,752	+ 34.0	903,724	1,352,651	+ 49.7
British Columbia	1,759	2,311	+ 31.4	1,250,720	1,809,001	+ 44.6
CANADA	13,719	20,995	+ 53.0	8,992,406	15,165,248	+ 68.6
Commercial Vehicles						
Atlantic Provinces ...	365	504	+ 38.1	223,018	316,383	+ 41.9
Quebec	431	578	+ 34.1	402,299	525,481	+ 30.6
Ontario	936	1,283	+ 37.1	651,976	942,656	+ 44.6
Manitoba	123	193	+ 56.9	87,873	147,633	+ 68.0
Saskatchewan	147	116	- 21.1	101,090	98,488	- 2.6
Alberta	389	442	+ 13.6	295,613	366,469	+ 24.0
British Columbia	305	376	+ 23.3	293,998	343,575	+ 16.9
CANADA	2,696	3,492	+ 29.5	2,055,867	2,740,685	+ 33.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,517	2,427	+ 60.0	894,862	1,587,310	+ 77.4
Quebec	2,240	3,452	+ 54.1	1,757,063	2,889,641	+ 64.5
Ontario	7,578	11,850	+ 56.4	4,782,864	8,186,676	+ 71.2
Manitoba	742	1,179	+ 58.9	497,450	871,080	+ 75.1
Saskatchewan	578	698	+ 20.8	371,979	499,530	+ 34.3
Alberta	1,696	2,194	+ 29.4	1,199,337	1,719,120	+ 43.3
British Columbia	2,064	2,687	+ 30.2	1,544,718	2,152,576	+ 39.4
CANADA	16,415	24,487	+ 49.2	11,048,273	17,905,933	+ 49.9

(1) Revised.

TABLE 7.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-MARCH, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950 (1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,572	1,582	+ 0.6	1,936,382	2,145,152	+ 10.8
Quebec	4,084	4,699	+ 15.1	5,939,021	7,517,811	+ 26.6
Ontario	8,041	9,428	+ 17.2	10,396,079	12,947,137	+ 24.5
Manitoba	888	1,066	+ 20.0	1,163,121	1,493,703	+ 28.4
Saskatchewan	778	1,009	+ 29.7	997,513	1,447,389	+ 45.1
Alberta	1,481	2,162	+ 46.0	1,951,136	3,186,173	+ 63.3
British Columbia	1,887	2,461	+ 30.4	2,441,187	3,535,339	+ 44.8
CANADA	18,731	22,407	+ 19.6	24,824,439	32,272,704	+ 30.0
Commercial Vehicles						
Atlantic Provinces ...	611	550	- 10.0	856,663	800,140	- 6.6
Quebec	1,272	1,808	+ 42.1	2,137,197	3,295,752	+ 54.2
Ontario	2,196	2,566	+ 16.8	3,237,330	4,056,735	+ 25.3
Manitoba	316	464	+ 46.8	453,503	697,244	+ 53.7
Saskatchewan	342	393	+ 14.9	467,349	627,856	+ 34.3
Alberta	873	931	+ 6.6	1,409,408	1,564,970	+ 11.0
British Columbia	511	704	+ 37.8	807,630	1,304,379	+ 61.5
CANADA	6,121	7,416	+ 21.2	9,369,080	12,347,076	+ 31.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	2,183	2,132	- 2.3	2,793,045	2,945,292	+ 5.5
Quebec	5,356	6,507	+ 21.5	8,076,218	10,813,563	+ 33.9
Ontario	10,237	11,994	+ 17.2	13,633,409	17,003,872	+ 24.7
Manitoba	1,204	1,530	+ 27.1	1,616,624	2,190,947	+ 35.5
Saskatchewan	1,120	1,402	+ 25.2	1,464,862	2,075,245	+ 41.7
Alberta	2,354	3,093	+ 31.4	3,360,544	4,751,143	+ 41.4
British Columbia	2,398	3,165	+ 32.0	3,248,817	4,839,718	+ 49.0
CANADA	24,852	29,823	+ 20.0	34,193,519	44,619,780	+ 30.5

(1) Revised.

TABLE 8.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES,

JANUARY-TO-MARCH, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950 (1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	2,433	4,034	+ 65.8	1,451,378	2,539,521	+ 75.0
Quebec	4,071	5,668	+ 39.2	3,061,050	4,568,301	+ 49.2
Ontario	16,395	24,280	+ 48.1	10,062,613	16,061,811	+ 59.6
Manitoba	1,238	2,100	+ 69.6	876,431	1,473,622	+ 68.1
Saskatchewan	764	1,491	+ 95.2	489,167	1,012,764	+107.0
Alberta	2,510	4,264	+ 69.9	1,738,441	3,174,197	+ 82.6
British Columbia	3,538	5,530	+ 56.3	2,565,289	4,202,170	+ 63.8
CANADA	30,949	47,367	+ 53.0	20,244,369	33,032,386	+ 63.2
Commercial Vehicles						
Atlantic Provinces ...	877	1,173	+ 33.8	556,258	732,923	+ 31.8
Quebec	1,113	1,521	+ 36.7	1,080,096	1,460,002	+ 35.2
Ontario	2,265	3,115	+ 37.5	1,605,264	2,292,988	+ 42.8
Manitoba	314	512	+ 63.1	237,863	414,845	+ 74.4
Saskatchewan	258	447	+ 73.3	172,810	338,241	+ 95.7
Alberta	775	1,249	+ 61.2	651,286	1,022,245	+ 57.0
British Columbia	609	872	+ 43.2	548,454	800,966	+ 46.0
CANADA	6,211	8,889	+ 43.1	4,852,031	7,062,210	+ 45.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	3,310	5,207	+ 57.3	2,007,636	3,272,444	+ 63.0
Quebec	5,184	7,189	+ 38.7	4,141,146	6,028,303	+ 45.6
Ontario	18,660	27,395	+ 46.8	11,667,877	18,354,799	+ 57.3
Manitoba	1,552	2,612	+ 68.3	1,114,294	1,888,467	+ 69.5
Saskatchewan	1,022	1,938	+ 89.6	661,977	1,351,005	+104.1
Alberta	3,285	5,513	+ 67.8	2,389,727	4,196,442	+ 75.6
British Columbia	4,147	6,402	+ 54.4	3,113,743	5,003,136	+ 60.7
CANADA	37,160	56,256	+ 51.4	25,096,400	40,094,596	+ 59.8

(1) Revised.



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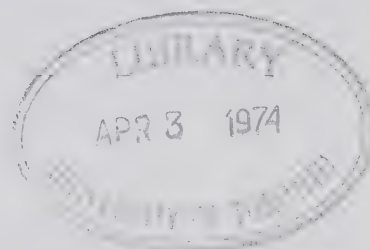
Vol. 23 - No. 4
26

SALES OF NEW MOTOR VEHICLES

AND

MOTOR VEHICLE FINANCING

APRIL 1951



New Motor Vehicle Sales

New motor vehicle sales in April 1951 advanced 25% above the number sold in April a year ago, but the retail value of new cars sold increased 54%. The totals for April this year were 46,169 vehicles valued at \$114,194,090 as compared with 37,084 units which sold for \$74,109,040 in April 1950. Quebec, with a gain of 49% in number of new vehicles sold, registered the greatest increase. Saskatchewan and Manitoba followed with gains of 39% and 36% respectively.

Passenger car sales increased 24%, a slightly smaller gain than was recorded for commercial vehicles, which were 27% above the April 1950 figure.

Figures on sales of buses have been combined with those for trucks and appear as "Commercial Vehicles" in the main tables of this report. Sales of buses in April are shown separately in the following table.

Prepared in Merchandising and Services Section

Sales of Buses, April, 1950 and 1951

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u> \$	<u>1951</u> \$
Atlantic Provinces	-	4	-	56,000
Quebec	15	10	183,976	144,596
Ontario	15	18	275,332	316,914
Manitoba	1	4	3,507	72,380
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	14	25	275,532	541,407
Canada	45	61	738,347	1,131,297

Financing of Motor Vehicle Sales

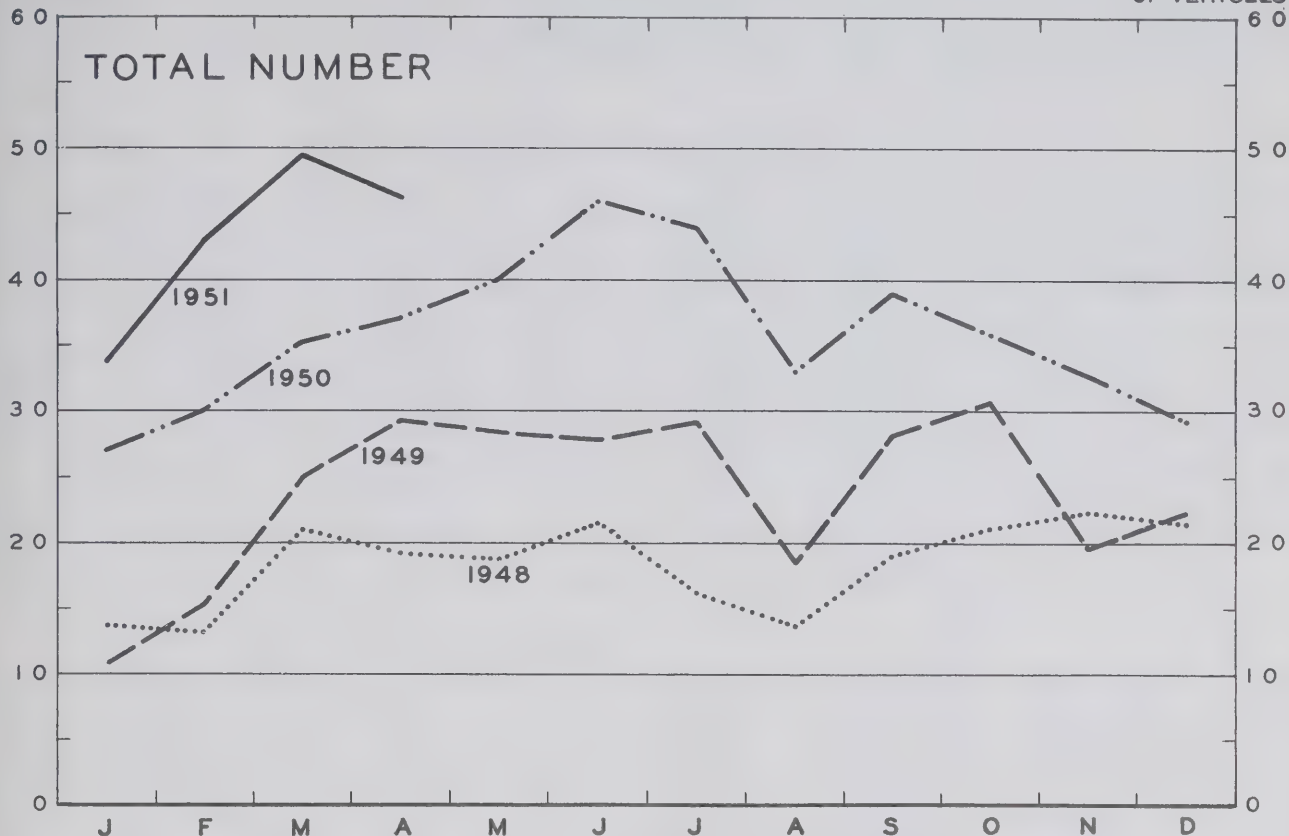
Only a slight gain of 1% was registered in number of new vehicle sales financed by sales finance and acceptance companies in April this year over the corresponding month a year ago. A total of 12,330 new vehicles were financed for \$17,521,218 as compared with 12,250 with a financed value of \$16,856,412 in April 1950. The number of new vehicle sales financed rose 13% in Alberta, 7% in Ontario, and 5% in British Columbia. Decreases were recorded in the other provinces, the largest being a 19% drop in the Atlantic Provinces.

For the first time in many months, the financing of passenger car sales fell below figures for the same month of the previous year when April totals were down 7% in number and 8% in amount of financing. Recently-introduced credit regulations ~~were~~ largely responsible for this curtailment in the expansion of new car financing. There were 8,451 new passenger cars financed to the extent of \$11,075,922 in April this year. Saskatchewan and Alberta with gains of 5% and 9% were the only provinces to register an increase in number of passenger cars financed. In the other provinces, decreases ranged from 3% in Ontario to 19% and 27% in Manitoba and the Atlantic Provinces respectively. New commercial vehicle sales financing increased 22% - from 3,192 units to 3,881 units, while the amount of financing rose 33%.

Used Vehicles--An increase of 8% was recorded in number of used vehicle sales financed, which rose from 22,044 in April 1950 to 23,894 in April 1951. The amount of financing was 1% below the value for April a year ago. Largest gains were recorded in the Prairie Provinces, while a drop of 6% was reported in Quebec. Financing of used passenger car sales rose only 4%, while a gain of 32% was registered in number of used commercial vehicles financed.

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NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

APRIL

JANUARY TO APRIL

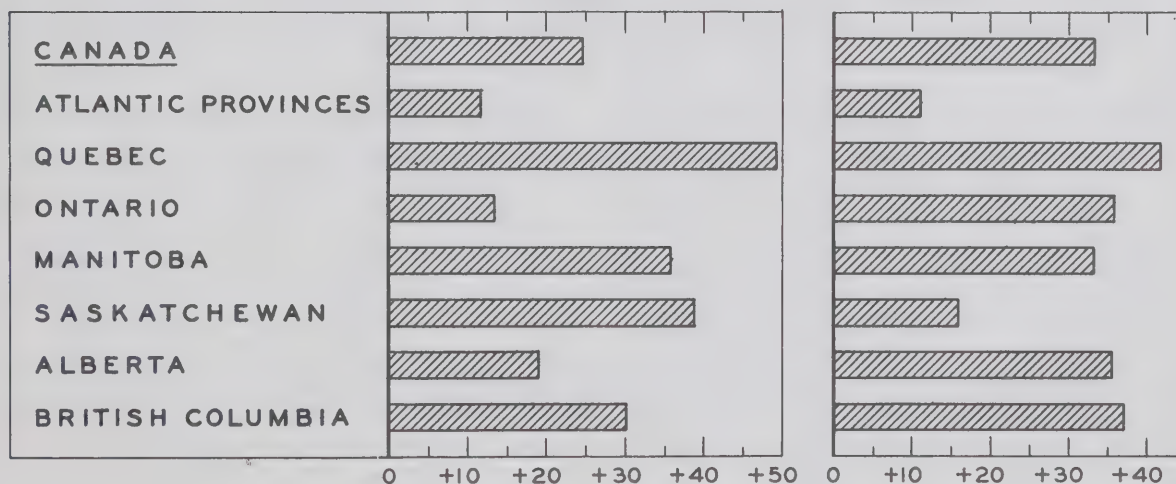


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

APRIL 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	260	-	(2)	656,189	-
Prince Edward Island .	(2)	195	-	(2)	468,378	-
Nova Scotia	(2)	1,164	-	(2)	2,813,055	-
New Brunswick	(2)	974	-	(2)	2,349,320	-
Atlantic Provinces ...	2,396	2,593	+ 8.2	4,551,201	6,286,942	+ 38.1
Quebec	4,855	7,644	+ 57.4	9,625,232	19,854,709	+106.3
Ontario	13,219	14,854	+ 12.4	26,233,071	37,666,197	+ 43.6
Manitoba	1,544	1,987	+ 28.7	2,860,463	4,957,031	+ 73.3
Saskatchewan	1,399	1,969	+ 40.7	2,805,104	4,985,964	+ 77.7
Alberta	2,170	2,595	+ 19.6	4,414,983	6,492,281	+ 47.1
British Columbia	2,675	3,285	+ 22.8	5,038,387	7,997,022	+ 58.7
CANADA	28,258	34,927	+ 23.6	55,528,441	88,240,146	+ 58.9
Commercial Vehicles (3)						
Newfoundland	(2)	83	-	(2)	166,775	-
Prince Edward Island .	(2)	93	-	(2)	184,864	-
Nova Scotia	(2)	389	-	(2)	857,223	-
New Brunswick	(2)	382	-	(2)	804,723	-
Atlantic Provinces ...	769	947	+ 23.1	1,468,538	2,013,585	+ 37.1
Quebec	1,807	2,303	+ 27.4	4,023,555	5,304,622	+ 31.8
Ontario	3,149	3,706	+ 17.7	6,642,037	8,808,241	+ 32.6
Manitoba	507	798	+ 57.4	989,413	1,731,579	+ 75.0
Saskatchewan	881	1,196	+ 35.8	1,770,360	2,498,100	+ 41.1
Alberta	1,121	1,325	+ 18.2	2,235,320	2,784,354	+ 24.6
British Columbia	592	967	+ 63.3	1,451,376	2,813,463	+ 93.8
CANADA	8,826	11,242	+ 27.4	18,580,599	25,953,944	+ 39.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	343	-	(2)	822,964	-
Prince Edward Island .	(2)	288	-	(2)	653,242	-
Nova Scotia	(2)	1,553	-	(2)	3,670,278	-
New Brunswick	(2)	1,356	-	(2)	3,154,043	-
Atlantic Provinces ...	3,165	3,540	+ 11.8	6,019,739	8,300,527	+ 37.9
Quebec	6,662	9,947	+ 49.3	13,648,787	25,159,331	+ 84.3
Ontario	16,368	18,560	+ 13.4	32,875,108	46,474,438	+ 41.4
Manitoba	2,051	2,785	+ 35.8	3,849,876	6,688,610	+ 73.7
Saskatchewan	2,280	3,165	+ 38.8	4,575,464	7,484,064	+ 63.6
Alberta	3,291	3,920	+ 19.1	6,650,303	9,276,635	+ 39.5
British Columbia	3,267	4,252	+ 30.1	6,489,763	10,810,485	+ 66.6
CANADA	37,084	46,169	+ 24.5	74,109,040	114,194,090	+ 54.1

(1) Revised.

(2) Separate figures not available.

(3) Includes trucks and buses.

TABLE 2--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

APRIL 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	815	599	- 26.5	1,003,651	723,766	- 27.9
Quebec	2,106	1,887	- 10.4	3,104,003	2,671,613	- 13.9
Ontario	3,493	3,402	- 2.6	4,469,299	4,306,945	- 3.6
Manitoba	525	423	- 19.4	679,483	518,183	- 23.7
Saskatchewan	496	523	+ 5.4	633,629	676,820	+ 6.8
Alberta	737	806	+ 9.4	920,457	1,059,224	+ 15.1
British Columbia	886	811	- 8.5	1,188,322	1,119,371	- 5.8
CANADA	9,058	8,451	- 6.7	11,998,844	11,075,922	- 7.7
Commercial Vehicles						
Atlantic Provinces ...	290	299	+ 3.1	399,554	444,811	+ 11.3
Quebec	881	962	+ 9.2	1,462,256	1,716,228	+ 17.4
Ontario	942	1,340	+ 42.2	1,356,169	2,186,504	+ 61.2
Manitoba	184	220	+ 19.6	249,629	353,869	+ 41.8
Saskatchewan	283	247	- 12.7	382,140	387,874	+ 1.5
Alberta	384	460	+ 19.8	626,139	764,978	+ 22.2
British Columbia	228	353	+ 54.8	381,681	591,032	+ 54.8
CANADA	3,192	3,881	+ 21.6	4,857,568	6,445,296	+ 32.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,105	898	- 18.7	1,403,205	1,168,577	- 16.7
Quebec	2,987	2,849	- 4.6	4,566,259	4,387,841	- 3.9
Ontario	4,435	4,742	+ 6.9	5,825,468	6,493,449	+ 11.5
Manitoba	709	643	- 9.3	929,112	872,052	- 6.1
Saskatchewan	779	770	- 1.2	1,015,769	1,064,694	+ 4.8
Alberta	1,121	1,266	+ 12.9	1,546,596	1,824,202	+ 17.9
British Columbia	1,114	1,164	+ 4.5	1,570,003	1,710,403	+ 8.9
CANADA	12,250	12,330	+ 0.7	16,856,412	17,521,218	+ 3.9

(1) Revised.

TABLE 3--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

APRIL 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,545	1,763	+ 14.1	886,509	915,774	+ 3.3
Quebec	3,028	2,839	- 6.2	2,282,277	1,877,653	- 17.7
Ontario	9,078	8,713	- 4.0	5,636,171	4,730,510	- 16.1
Manitoba	804	950	+ 18.2	507,650	537,059	+ 5.8
Saskatchewan	717	882	+ 23.0	428,484	527,884	+ 23.2
Alberta	1,543	2,042	+ 32.3	1,046,999	1,238,989	+ 18.3
British Columbia	1,765	1,992	+ 12.9	1,239,961	1,257,085	+ 1.4
CANADA	18,480	19,181	+ 3.8	12,028,051	11,084,954	- 7.7
Commercial Vehicles						
Atlantic Provinces ...	435	610	+ 40.2	273,146	382,300	+ 40.0
Quebec	823	796	- 3.3	745,438	765,433	+ 2.7
Ontario	1,109	1,708	+ 54.0	799,683	1,202,062	+ 50.3
Manitoba	200	264	+ 32.0	139,358	168,862	+ 21.2
Saskatchewan	224	292	+ 30.4	156,965	208,198	+ 32.6
Alberta	466	633	+ 35.8	373,575	459,773	+ 23.1
British Columbia	307	410	+ 33.6	268,873	344,959	+ 28.3
CANADA	3,564	4,713	+ 32.2	2,757,038	3,531,587	+ 28.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,980	2,373	+ 19.8	1,159,655	1,298,074	+ 11.9
Quebec	3,851	3,635	- 5.6	3,027,715	2,643,086	- 12.7
Ontario	10,187	10,421	+ 2.3	6,435,854	5,932,572	- 7.8
Manitoba	1,004	1,214	+ 20.9	647,008	705,921	+ 9.1
Saskatchewan	941	1,174	+ 24.8	585,449	736,082	+ 25.7
Alberta	2,009	2,675	+ 33.2	1,420,574	1,698,762	+ 19.6
British Columbia	2,072	2,402	+ 15.9	1,508,834	1,602,044	+ 6.2
CANADA	22,044	23,894	+ 8.4	14,785,089	14,616,541	- 1.1

(1) Revised.



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1

NEW MOTOR VEHICLES SALESANDMOTOR VEHICLE FINANCINGJUNE 1951New Motor Vehicle Sales

Sales of new motor vehicles during June totalled 32,667 vehicles with a retail value of \$83,621,346, 29% in number and 11% in value below the 45,895 units which sold for \$93,810,668 in June 1950. Volume in June this year was still well above that for June 1949, increases amounting to 17% in number and 45% in dollar volume.

During the first six months of 1951, 241,525 new motor vehicles were sold for \$582,985,658, an increase of 12% in number and 34% in value over the 215,946 new vehicles which retailed for \$435,656,053 in the corresponding period of 1950.

Passenger car sales dropped 35%, from 35,231 in June 1950 to 23,025 in June 1951, but were 15% in excess of the number of new cars sold in June 1949. The decline from 1950 was general in all parts of the country, with largest decreases occurring in British Columbia and the Atlantic Provinces.

British car sales decreased 79% from June 1950 as compared with a 20% drop in Canadian- and American-made passenger cars. In the six-month period from January to June, British car sales were 42% below January-June 1950, while sales of American and Canadian passenger cars were 22% above the number sold in the corresponding period of 1950.

Sales of Buses, June 1950 and 1951

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
Atlantic Provinces	-	8	-	119,568
Quebec	53	20	1,047,577	385,127
Ontario	24	23	384,730	399,693
Manitoba	3	3	52,440	56,264
Saskatchewan	2	-	38,360	-
Alberta	7	-	121,110	-
British Columbia	44	-	998,947	-
CANADA	133	54	2,643,164	960,652'

Financing of Motor Vehicle Sales

New Vehicles - There were 11,777 new motor vehicle sales financed for an amount of \$17,823,756 by sales finance and acceptance companies in June this year, a decrease of 15% in number of vehicles and 8% in amount of financing from June 1950 when 13,832 new vehicles were financed for \$19,444,114. Exceptions to the general downward trend were found in Saskatchewan and Alberta where the number of new vehicles financed were higher than in June a year ago by 26% and 2% respectively.

New passenger car financing dropped 29%, from 10,113 cars financed in June 1950 to 7,216 in June 1951, while a corresponding decrease occurred in amount of financing. As in new motor vehicle sales, the largest decreases were found in British Columbia (48%) and the Atlantic Provinces (42%). In Saskatchewan, 10% more new passenger cars were financed in June this year than last.

Commercial vehicle sales financed in June 1951 numbered 4,561, an increase of 23% over the 3,719 new vehicles financed in June a year ago, while the amount of financing advanced 40%, from \$5,968,406 to \$8,357,200. Substantial increases (from 14% to 55%) were recorded in all regions except Ontario and Manitoba where increases amounted to only 1% and 4% respectively.

Used Vehicles - Financing of used vehicle sales in June registered an increase of 24% in number of vehicles and 15% in amount of financing over June a year ago. A total of 31,732 used vehicle sales were financed to the extent of \$18,594,389 in June this year. Of these, 25,740 were passenger cars financed for \$13,933,707, 20% in number and 5% in amount of financing above June last year. An increase of 46% over June 1950 was recorded in the number of used commercial vehicle sales financed.

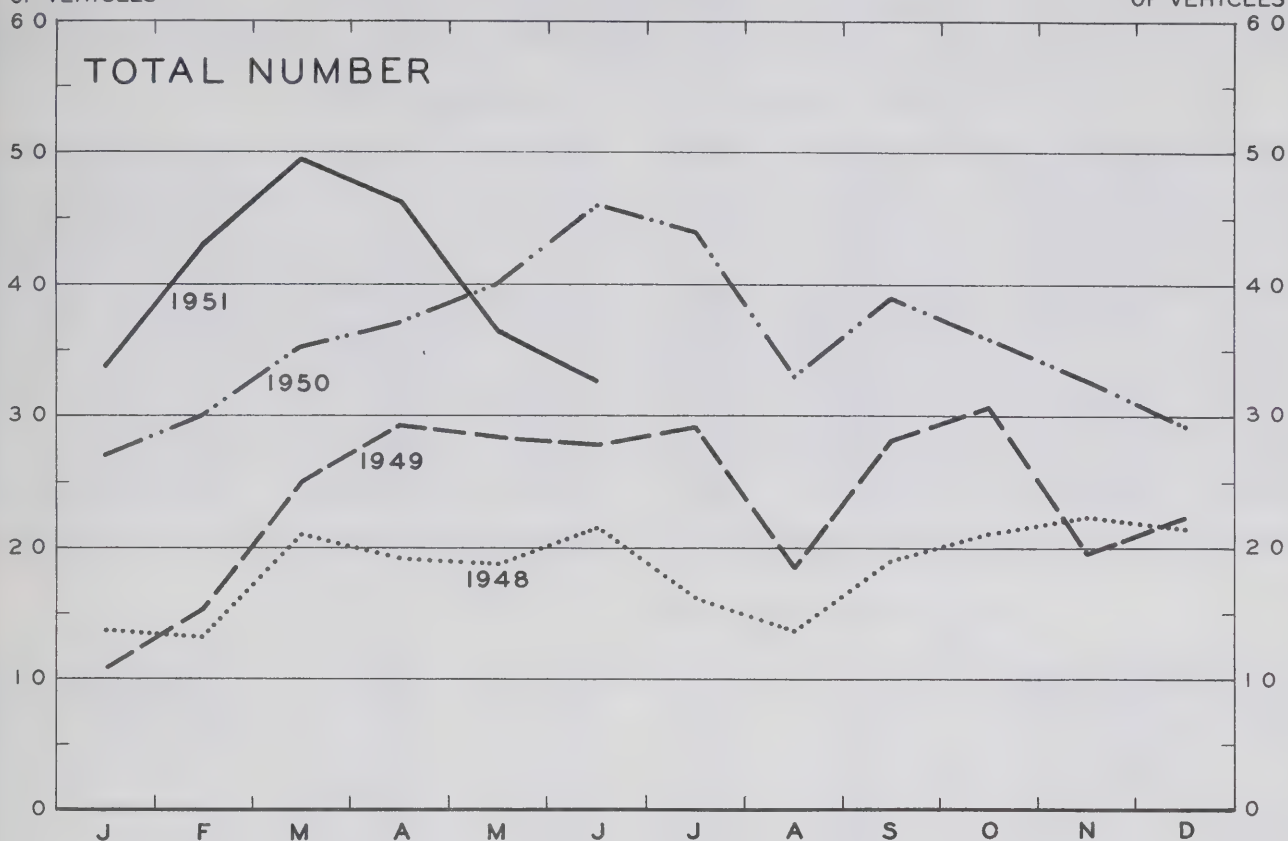
Gains were recorded in used vehicle financing in all regions of the country but they were more marked in the Prairie Provinces than elsewhere.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for June and for the first half of this year and last.

<u>Month and Item</u>	<u>Passenger Cars</u>	<u>Commercial Vehicles</u>
<u>June 1950</u>		
No. Sold	35,231	10,664
No. Financed	10,113	3,719
% of Sales Financed	28.7	34.9
<u>June 1951</u>		
No. Sold	23,025	9,642
No. Financed	7,216	4,561
% of Sales Financed	31.3	47.3
<u>Jan.-June 1950</u>		
No. Sold	166,387	49,559
No. Financed	47,490	16,947
% of Sales Financed	28.5	34.2
<u>Jan.-June 1951</u>		
No. Sold	181,004	60,521
No. Financed	44,964	20,282
% of Sales Financed	24.8	33.5

NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
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% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

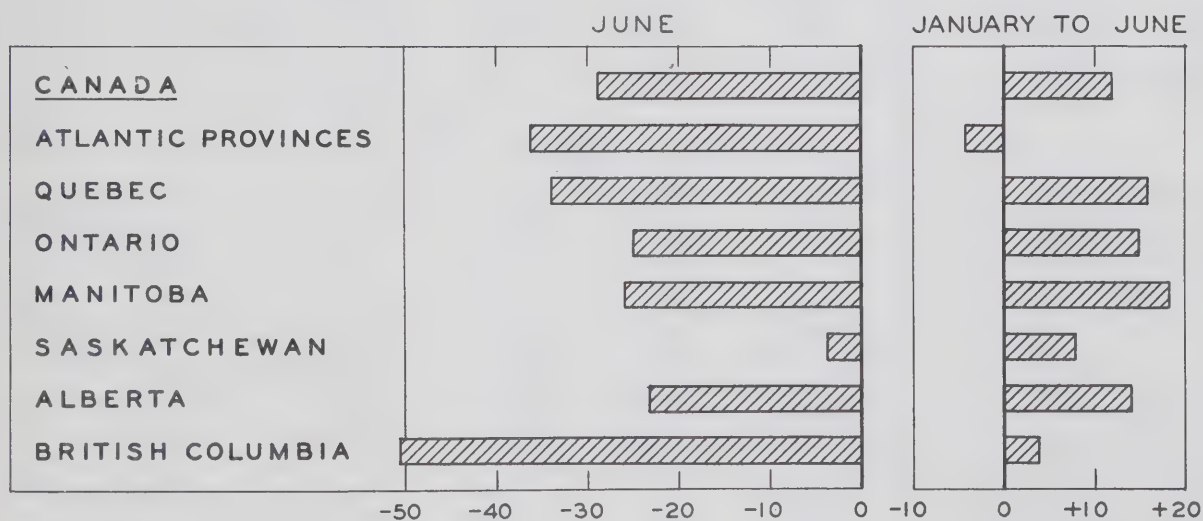


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

JUNE 1950 AND 1951

Province	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	205	-	(2)	511,761	-
Prince Edward Island.	(2)	86	-	(2)	218,875	-
Nova Scotia	(2)	615	-	(2)	1,525,968	-
New Brunswick	(2)	594	-	(2)	1,528,032	-
Atlantic Provinces ..	2,929	1,500	- 48.8	5,548,143	3,784,636	- 31.8
Quebec	6,778	3,988	- 41.2	13,617,324	10,628,882	- 21.9
Ontario	14,509	10,352	- 28.7	29,324,378	26,796,260	- 8.6
Manitoba	1,946	1,461	- 24.9	3,874,594	3,770,759	- 2.7
Saskatchewan	2,098	1,948	- 7.1	4,257,601	5,048,877	+ 18.6
Alberta	2,877	2,066	- 28.2	5,712,363	5,449,200	- 4.6
British Columbia	4,094	1,710	- 58.2	7,704,026	4,239,437	- 45.0
CANADA	35,231	23,025	- 34.6	70,038,429	59,718,051	- 14.7
Commercial Vehicles (3)						
Newfoundland	(2)	131	-	(2)	282,061	-
Prince Edward Island.	(2)	49	-	(2)	95,726	-
Nova Scotia	(2)	332	-	(2)	793,500	-
New Brunswick	(2)	364	-	(2)	799,515	-
Atlantic Provinces ..	795	876	+ 10.2	1,484,827	1,970,802	+ 32.7
Quebec	1,941	1,767	- 9.0	4,911,140	5,254,206	+ 7.0
Ontario	3,796	3,355	- 11.6	8,212,998	8,176,596	- 0.4
Manitoba	820	585	- 28.7	1,598,101	1,322,632	- 17.2
Saskatchewan	1,162	1,193	+ 2.7	2,240,792	2,584,653	+ 15.3
Alberta	1,256	1,106	- 11.9	2,594,289	2,566,082	- 1.1
British Columbia	894	760	- 15.0	2,730,092	2,028,324	- 25.7
CANADA	10,664	9,642	- 9.6	23,772,239	23,903,295	+ 0.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	336	-	(2)	793,822	-
Prince Edward Island.	(2)	135	-	(2)	314,601	-
Nova Scotia	(2)	947	-	(2)	2,319,468	-
New Brunswick	(2)	958	-	(2)	2,327,547	-
Atlantic Provinces ..	3,724	2,376	- 36.2	7,032,970	5,755,438	- 18.2
Quebec	8,719	5,755	- 34.0	18,528,464	15,883,088	- 14.3
Ontario	18,305	13,707	- 25.1	37,537,376	34,972,856	- 6.8
Manitoba	2,766	2,046	- 26.0	5,472,695	5,093,391	- 6.9
Saskatchewan	3,260	3,141	- 3.7	6,498,393	7,633,530	+ 17.5
Alberta	4,133	3,172	- 23.3	8,306,652	8,015,282	- 3.5
British Columbia	4,988	2,470	- 50.5	10,434,118	6,267,761	- 39.9
CANADA	45,895	32,667	- 28.8	93,810,668	83,621,346	- 10.9

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

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JANUARY-TO-JUNE, 1950 AND 1951

Province	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	1,215	-	(2)	2,860,430	-
Prince Edward Island.	(2)	746	-	(2)	1,773,126	-
Nova Scotia	(2)	5,844	-	(2)	13,803,767	-
New Brunswick	(2)	4,928	-	(2)	11,689,084	-
Atlantic Provinces ..	13,958	12,733	- 8.8	26,732,425	30,126,407	+ 12.7
Quebec	29,916	33,860	+ 13.2	60,649,019	85,749,127	+ 41.4
Ontario	73,038	81,674	+ 11.8	146,465,230	200,060,570	+ 36.6
Manitoba	8,854	10,277	+ 16.1	17,465,382	24,944,621	+ 42.8
Saskatchewan	9,865	10,676	+ 8.2	19,738,302	25,883,170	+ 31.1
Alberta	13,090	14,571	+ 11.3	26,032,946	35,650,663	+ 36.9
British Columbia	17,666	17,213	- 2.6	32,633,521	39,354,336	+ 20.6
CANADA	166,387	181,004	+ 8.8	329,716,825	441,768,894	+ 34.0
Commercial Vehicles (3)						
Newfoundland	(2)	501	-	(2)	1,067,925	-
Prince Edward Island.	(2)	409	-	(2)	815,804	-
Nova Scotia	(2)	2,005	-	(2)	4,227,368	-
New Brunswick	(2)	1,945	-	(2)	4,373,414	-
Atlantic Provinces ..	4,401	4,860	+ 10.4	8,385,286	10,484,511	+ 25.0
Quebec	9,110	11,294	+ 24.0	21,022,323	28,587,476	+ 36.0
Ontario	17,550	22,282	+ 27.0	37,578,098	52,234,204	+ 39.0
Manitoba	2,948	3,664	+ 24.3	5,754,776	7,941,428	+ 38.0
Saskatchewan	5,592	5,964	+ 6.7	10,784,152	12,325,047	+ 14.3
Alberta	6,213	7,446	+ 19.8	12,548,174	16,323,547	+ 30.1
British Columbia	3,745	5,011	+ 33.8	9,866,419	13,320,551	+ 35.0
CANADA	49,559	60,521	+ 22.1	105,939,228	141,216,764	+ 33.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	1,716	-	(2)	3,928,355	-
Prince Edward Island.	(2)	1,155	-	(2)	2,588,930	-
Nova Scotia	(2)	7,849	-	(2)	18,031,135	-
New Brunswick	(2)	6,873	-	(2)	16,062,498	-
Atlantic Provinces ..	18,359	17,593	- 4.2	35,117,711	40,610,918	+ 15.6
Quebec	39,026	45,154	+ 15.7	81,671,342	114,336,603	+ 40.0
Ontario	90,588	103,956	+ 14.8	184,043,328	252,294,774	+ 37.1
Manitoba	11,802	13,941	+ 18.1	23,220,158	32,886,049	+ 41.6
Saskatchewan	15,457	16,640	+ 7.7	30,522,454	38,208,217	+ 25.2
Alberta	19,303	22,017	+ 14.1	38,581,120	51,974,210	+ 34.7
British Columbia	21,411	22,224	+ 3.8	42,499,940	52,674,887	+ 23.9
CANADA	215,946	241,525	+ 11.8	435,656,053	582,985,658	+ 33.8

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 3.--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, 1950 AND 1951

Month	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950 %	1950(1) \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
January	21,107	26,126	+ 23.8	42,434,433	59,116,515	+ 39.3
February	23,729	33,199	+ 39.9	46,988,093	78,034,241	+ 66.1
March	27,626	37,885	+ 37.1	54,330,828	89,537,155	+ 64.8
April	28,258	34,927	+ 23.6	55,528,441	88,240,146	+ 58.9
May	30,436	25,842	- 15.1	60,396,601	67,122,786	+ 11.1
June	35,231	23,025	- 34.6	70,038,429	59,718,051	- 14.7
January - June	166,387	181,004	+ 8.8	329,716,825	441,768,894	+ 34.0
Commercial Vehicles (2)						
January	5,891	7,633	+ 29.6	12,568,623	17,202,205	+ 36.9
February	6,271	9,881	+ 57.6	12,814,900	21,998,256	+ 71.7
March	7,698	11,519	+ 49.6	16,485,861	26,708,320	+ 62.0
April	8,826	11,242	+ 27.4	18,580,599	25,953,944	+ 39.7
May	10,209	10,604	+ 3.9	21,717,006	25,450,744	+ 17.2
June	10,664	9,642	- 9.6	23,772,239	23,903,295	+ 0.6
January - June	49,559	60,521	+ 22.1	105,939,228	141,216,764	+ 33.3
Total - Passenger Cars and Commercial Vehicles						
January	26,998	33,759	+ 25.0	55,003,056	76,318,720	+ 38.8
February	30,000	43,080	+ 43.6	59,802,993	100,032,497	+ 67.3
March	35,324	49,404	+ 39.9	70,816,689	116,245,475	+ 64.1
April	37,084	46,169	+ 24.5	74,109,040	114,194,090	+ 54.1
May	40,645	36,446	- 10.3	82,113,607	92,573,530	+ 12.7
June	45,895	32,667	- 28.8	93,810,668	83,621,346	- 10.9
January - June	215,946	241,525	+ 11.8	435,656,053	582,985,658	+ 33.8

(1) Revised. (2) Includes trucks and buses.

TABLE 4.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA(1), 1950 AND 1951

Month	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
January	4,596	6,133	+ 33.4	6,123,066	8,544,714	+ 39.5
February	6,257	6,463	+ 3.3	8,294,810	9,239,621	+ 11.4
March	7,878	9,811	+ 24.5	10,406,563	14,488,369	+ 39.2
April	9,058	8,451	- 6.7	11,998,844	11,075,922	- 7.7
May	9,588	6,890	- 28.1	12,477,090	9,114,011	- 27.0
June	10,113	7,216	- 28.6	13,475,708	9,466,556	- 29.8
January - June ..	47,490	44,964	- 5.3	62,776,081	61,929,193	- 1.3
Commercial Vehicles						
January	1,584	2,215	+ 39.8	2,379,247	3,729,489	+ 56.8
February	1,840	2,267	+ 23.2	2,898,728	3,904,900	+ 34.7
March	2,697	2,934	+ 8.8	4,091,105	4,712,687	+ 15.2
April	3,192	3,881	+ 21.6	4,857,568	6,445,296	+ 32.7
May	3,915	4,424	+ 13.0	6,025,761	7,603,600	+ 26.2
June	3,719	4,561	+ 22.6	5,968,406	8,357,200	+ 40.0
January - June ..	16,947	20,282	+ 19.7	26,220,815	34,753,172	+ 32.5
Total - Passenger Cars and Commercial Vehicles						
January	6,180	8,348	+ 35.1	8,502,313	12,274,203	+ 44.4
February	8,097	8,730	+ 7.8	11,193,538	13,144,521	+ 17.4
March	10,575	12,745	+ 20.5	14,497,668	19,201,056	+ 32.4
April	12,250	12,332	+ 0.7	16,856,412	17,521,218	+ 3.9
May	13,503	11,314	- 16.2	18,502,851	16,717,611	- 9.6
June	13,832	11,777	- 14.9	19,444,114	17,823,756	- 8.3
January - June ..	64,437	65,246	+ 1.3	88,996,896	96,682,365	+ 8.6

(1) Revised.

TABLE 5.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JUNE 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,029	593	- 42.4	1,307,997	727,518	- 44.4
Quebec	2,120	1,634	- 22.9	3,115,062	2,436,978	- 21.8
Ontario	4,013	2,742	- 31.7	5,188,161	3,354,467	- 35.3
Manitoba	538	412	- 23.4	706,581	514,255	- 27.2
Saskatchewan	516	566	+ 9.7	654,327	754,669	+ 15.3
Alberta	844	724	- 14.2	1,096,908	950,041	- 13.4
British Columbia	1,053	545	- 48.2	1,406,672	728,628	- 48.2
CANADA	10,113	7,216	- 28.6	13,475,708	9,466,556	- 29.8
Commercial Vehicles						
Atlantic Provinces ...	355	406	+ 14.4	571,579	639,919	+ 12.0
Quebec	879	1,247	+ 41.9	1,586,478	2,549,882	+ 60.7
Ontario	1,319	1,332	+ 1.0	2,022,422	2,300,648	+ 13.8
Manitoba	208	216	+ 3.8	331,508	365,054	+ 10.1
Saskatchewan	300	465	+ 55.0	417,222	717,307	+ 71.9
Alberta	378	518	+ 37.0	586,708	929,125	+ 58.4
British Columbia	280	377	+ 34.6	452,489	855,265	+ 89.0
CANADA	3,719	4,561	+ 22.6	5,968,406	8,357,200	+ 40.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,384	999	- 27.8	1,879,576	1,367,437	- 27.2
Quebec	2,999	2,881	- 3.9	4,701,540	4,986,860	+ 6.1
Ontario	5,332	4,074	- 23.6	7,210,583	5,655,115	- 21.6
Manitoba	746	628	- 15.8	1,038,089	879,309	- 15.3
Saskatchewan	816	1,031	+ 26.3	1,071,549	1,471,976	+ 37.4
Alberta	1,222	1,242	+ 1.6	1,683,616	1,879,166	+ 11.6
British Columbia	1,333	922	- 30.8	1,859,161	1,583,893	- 14.8
CANADA	13,832	11,777	- 14.9	19,444,114	17,823,756	- 8.3

(1) Revised.

TABLE 6.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JUNE 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,899	2,241	+ 18.0	1,061,265	1,151,767	+ 8.5
Quebec	3,002	3,854	+ 28.4	2,093,167	2,484,826	+ 18.7
Ontario	10,893	11,896	+ 9.2	6,332,916	5,872,022	- 7.3
Manitoba	991	1,292	+ 30.4	608,425	689,379	+ 13.3
Saskatchewan	912	1,703	+ 86.7	553,500	974,253	+ 76.0
Alberta	1,754	2,445	+ 39.4	1,144,944	1,466,913	+ 28.1
British Columbia	2,058	2,309	+ 12.2	1,435,070	1,294,547	- 9.8
CANADA	21,509	25,740	+ 19.7	13,229,287	13,933,707	+ 5.3
Commercial Vehicles						
Atlantic Provinces ...	579	790	+ 36.4	390,144	521,586	+ 33.7
Quebec	783	1,186	+ 51.5	666,535	1,120,056	+ 68.0
Ontario	1,490	2,032	+ 36.4	985,934	1,476,849	+ 49.8
Manitoba	235	297	+ 26.4	161,273	205,056	+ 27.1
Saskatchewan	262	468	+ 78.6	168,267	310,139	+ 84.3
Alberta	432	654	+ 51.4	336,924	527,869	+ 56.7
British Columbia	317	565	+ 78.2	288,828	499,127	+ 72.8
CANADA	4,098	5,992	+ 46.2	2,997,905	4,660,682	+ 55.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	2,478	3,031	+ 22.3	1,451,409	1,673,353	+ 15.3
Quebec	3,785	5,040	+ 33.2	2,759,702	3,604,882	+ 30.6
Ontario	12,383	13,928	+ 12.5	7,318,850	7,348,871	+ 0.4
Manitoba	1,226	1,589	+ 29.6	769,698	894,435	+ 16.2
Saskatchewan	1,174	2,171	+ 84.9	721,767	1,284,392	+ 78.0
Alberta	2,186	3,099	+ 41.8	1,481,868	1,994,782	+ 34.6
British Columbia	2,375	2,874	+ 21.0	1,723,898	1,793,674	+ 4.0
CANADA	25,607	31,732	+ 23.9	16,227,192	18,594,389	+ 14.6

(1) Revised.

TABLE 7.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-JUNE, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	4,526	3,245	- 28.3	5,643,949	4,175,783	- 26.0
Quebec	10,252	9,863	- 3.8	14,942,737	15,017,011	+ 0.5
Ontario	19,413	18,085	- 6.8	24,912,084	23,789,104	- 4.5
Manitoba	2,359	2,342	- 0.7	3,054,505	3,112,959	+ 1.9
Saskatchewan	2,298	2,668	+ 16.1	2,956,962	3,621,689	+ 22.5
Alberta	3,810	4,390	+ 15.2	4,892,412	6,108,789	+ 24.9
British Columbia	4,832	4,371	- 9.5	6,373,432	6,103,858	- 4.2
CANADA	47,490	44,964	- 5.3	62,776,081	61,929,193	- 1.3
Commercial Vehicles						
Atlantic Provinces ...	1,676	1,655	- 1.3	2,432,241	2,491,045	+ 2.4
Quebec	4,102	5,229	+ 27.5	6,976,308	9,831,262	+ 40.9
Ontario	5,628	6,503	+ 15.5	8,315,834	10,596,733	+ 27.4
Manitoba	887	1,121	+ 26.4	1,273,254	1,745,809	+ 37.1
Saskatchewan	1,279	1,559	+ 21.9	1,816,783	2,455,589	+ 35.2
Alberta	2,079	2,425	+ 16.6	3,297,975	4,187,204	+ 27.0
British Columbia	1,296	1,790	+ 38.1	2,108,420	3,445,530	+ 63.4
CANADA	16,947	20,282	+ 19.7	26,220,815	34,753,172	+ 32.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	6,202	4,900	- 21.0	8,076,190	6,666,828	- 17.5
Quebec	14,354	15,092	+ 5.1	21,919,045	24,848,273	+ 13.4
Ontario	25,041	24,588	- 1.8	33,227,918	34,385,837	+ 3.5
Manitoba	3,246	3,463	+ 6.7	4,327,759	4,858,768	+ 12.3
Saskatchewan	3,577	4,227	+ 18.2	4,773,745	6,077,278	+ 27.3
Alberta	5,889	6,815	+ 15.7	8,190,387	10,295,993	+ 25.7
British Columbia	6,128	6,161	+ 0.5	8,481,852	9,549,388	+ 12.6
CANADA	64,437	65,246	+ 1.3	88,996,896	96,682,365	+ 8.6

(1) Revised.

TABLE 8.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-JUNE, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1950/1951	1950(1)	1951	% Change, 1950/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	7,769	10,061	+ 29.5	4,492,039	5,642,723	+ 25.6
Quebec	13,286	15,836	+ 19.2	9,760,538	11,180,229	+ 14.5
Ontario	46,925	55,191	+ 17.6	28,381,668	31,840,265	+ 12.2
Manitoba	3,742	5,483	+ 46.5	2,399,186	3,331,594	+ 38.9
Saskatchewan	3,373	5,570	+ 65.1	2,076,135	3,371,031	+ 62.4
Alberta	7,402	10,949	+ 47.9	5,042,175	7,226,308	+ 43.3
British Columbia	9,308	12,360	+ 32.8	6,564,411	8,031,977	+ 22.4
CANADA	91,805	115,450	+ 25.8	58,716,152	70,624,127	+ 20.3
Commercial Vehicles						
Atlantic Provinces ...	2,532	3,299	+ 30.3	1,621,078	2,102,874	+ 29.7
Quebec	3,677	4,602	+ 25.2	3,334,203	4,366,903	+ 31.0
Ontario	6,215	8,872	+ 42.8	4,332,784	6,472,144	+ 49.4
Manitoba	945	1,389	+ 47.0	686,317	1,005,734	+ 46.5
Saskatchewan	1,066	1,699	+ 59.4	713,704	1,176,612	+ 64.9
Alberta	2,177	3,228	+ 48.3	1,790,664	2,526,117	+ 41.1
British Columbia	1,567	2,368	+ 51.1	1,445,996	2,104,870	+ 45.6
CANADA	18,179	25,457	+ 40.0	13,924,746	19,755,254	+ 41.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	10,301	13,360	+ 29.7	6,113,117	7,745,597	+ 26.7
Quebec	16,963	20,438	+ 20.5	13,094,741	15,547,132	+ 18.7
Ontario	53,140	64,063	+ 20.6	32,714,452	38,312,409	+ 17.1
Manitoba	4,687	6,872	+ 46.6	3,085,503	4,337,328	+ 40.6
Saskatchewan	4,439	7,269	+ 63.8	2,789,839	4,547,643	+ 63.0
Alberta	9,579	14,177	+ 48.0	6,832,839	9,752,425	+ 42.7
British Columbia	10,875	14,728	+ 35.4	8,010,407	10,136,847	+ 26.5
CANADA	109,984	140,907	+ 28.1	72,640,898	90,379,381	+ 24.4

(1) Revised.



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

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SALES OF NEW MOTOR VEHICLESANDMOTOR VEHICLE FINANCINGJULY 1951New Motor Vehicle Sales

For the past three months, the rate of decrease in number of new motor vehicles sold has been growing. July sales of 29,173 new vehicles were 34% below the 43,914 new vehicles sold in July a year ago, June sales were down 29% and May sales were 10% below 1950. The retail value of new vehicles was 18% lower in July 1951 and in July 1950, decreasing from \$89,342,867 to \$73,286,208.

Sales for the year 1951 to date numbered 270,698 units as compared with 259,860 units in the first seven months of 1950, but passenger car sales accounted for only 2,307 units in the overall increase. Retail value of new motor vehicle sales advanced from \$524,998,920 in the January-to-July period of 1950 to \$656,271,866 in the corresponding period of 1951.

New passenger car sales in July 1951 numbered 20,693 units with a retail value of \$53,006,608, 37% in number and 21% in value below July 1950 when 33,003 new cars sold for \$66,994,881. All provinces registered declines, the greatest drop, 59%, occurring in British Columbia. Sales in the Atlantic Provinces and Ontario were down 41% and 40% respectively, while Quebec sales of new cars decreased 34% between July 1950 and 1951. Alberta had a decrease of 28% while smaller declines of 15% and 6% were recorded for Manitoba and Saskatchewan respectively.

Sales of British-made passenger cars dropped 72% from July 1950 as compared with a drop of 29% in sales of Canadian- and American-made cars. In the seven-month period from January to July, British car sales were 46% below January-July 1950 while sales of American and Canadian makes were 14% higher than in the corresponding period of 1950.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

New commercial vehicle sales registered a decline from 1950 for the second consecutive month. There were 8,480 new trucks and buses sold for \$20,279,600, a decrease of 22% in number and 9% in value from the July 1950 sales of 10,911 commercial vehicles with a retail value of \$22,347,987. Declines were recorded for all provinces and ranged from 14% for Quebec to 35% for Manitoba.

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in July are shown separately in the following table.

Province	<u>Sales of Buses, July, 1950 and 1951</u>			
	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u> \$	<u>1951</u> \$
Atlantic Provinces	1	-	7,276	-
Quebec	11	24	198,681	487,382
Ontario	30	17	494,313	229,580
Manitoba	11	-	189,700	-
Saskatchewan	2	-	37,501	-
Alberta	4	-	80,465	-
British Columbia	1	-	12,033	-
Canada	60	41	1,019,969	716,962

Financing of Motor Vehicle Sales

New Vehicles - The number of new vehicle sales financed was also lower than in 1950 for the fourth consecutive month. In July 1951, 11,664 new vehicles were financed to the extent of \$17,237,583, 18% in number and 14% in amount of financing below July 1950 when 14,255 new vehicles were financed for \$20,044,603. Decreases occurred in all provinces with the largest decline occurring in British Columbia where 43% fewer new vehicles were financed than in July a year ago.

The decline in financing of new vehicle sales was entirely attributable to a drop in passenger car financing. In July 1951, 7,526 new passenger cars were financed for an amount of \$9,669,565, a decrease of 29% in number of units and 33% in amount from July 1950 when there were 10,628 new cars financed for \$14,409,209. Declines were most marked in British Columbia (58%), the Atlantic Provinces (46%), and Ontario (30%).

The number of commercial vehicle sales financed increased 14% from 3,627 units in July 1950 to 4,138 units in July 1951, while the amount of financing was up 24%. Decreases were recorded in the Prairie Provinces as follows: Manitoba, 31%; Saskatchewan, 11%; and Alberta, 1%. All other provinces registered increases in number of new commercial vehicles financed.

Used Vehicles - Used vehicle sales financing continued considerably higher than in 1950, July figures of 30,694 used vehicles financed for \$17,916,391 being 26% in number and 15% in amount of financing above the 24,464 units financed for \$15,566,531 in July 1950.

Of the total used vehicle sales financed, passenger cars numbered 25,163, 21% above the number financed in July a year ago. The 5,531 used commercial vehicles financed in July exceeded the July 1950 figure by 51%.

Substantial gains were recorded in used vehicle financing in all provinces except British Columbia where a 2% decline in used passenger car financing resulted in an overall gain for used vehicles of only 3%.

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FINANCING OF MOTOR VEHICLE SALES IN CANADA, 1950(REVISED) -1951

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

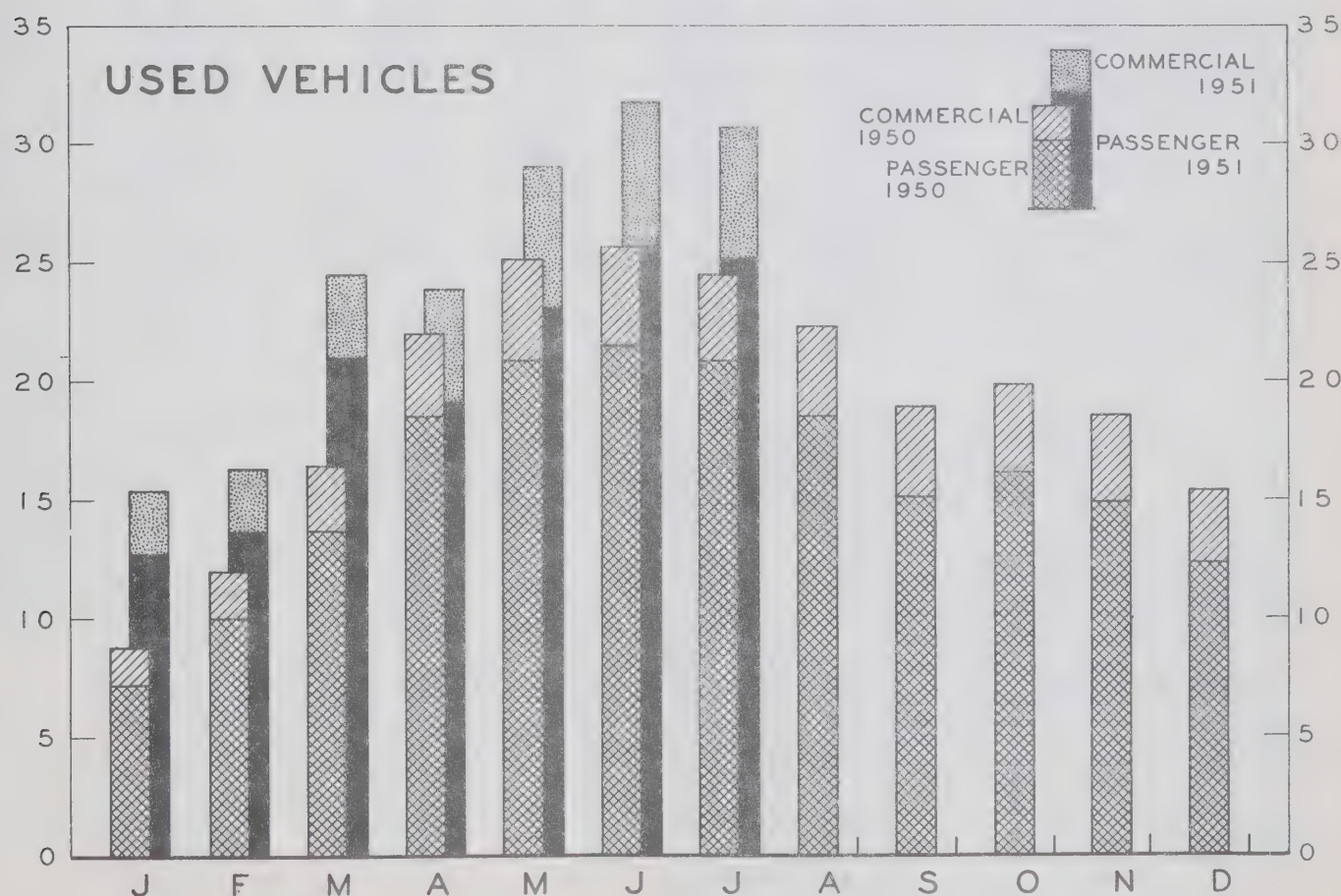
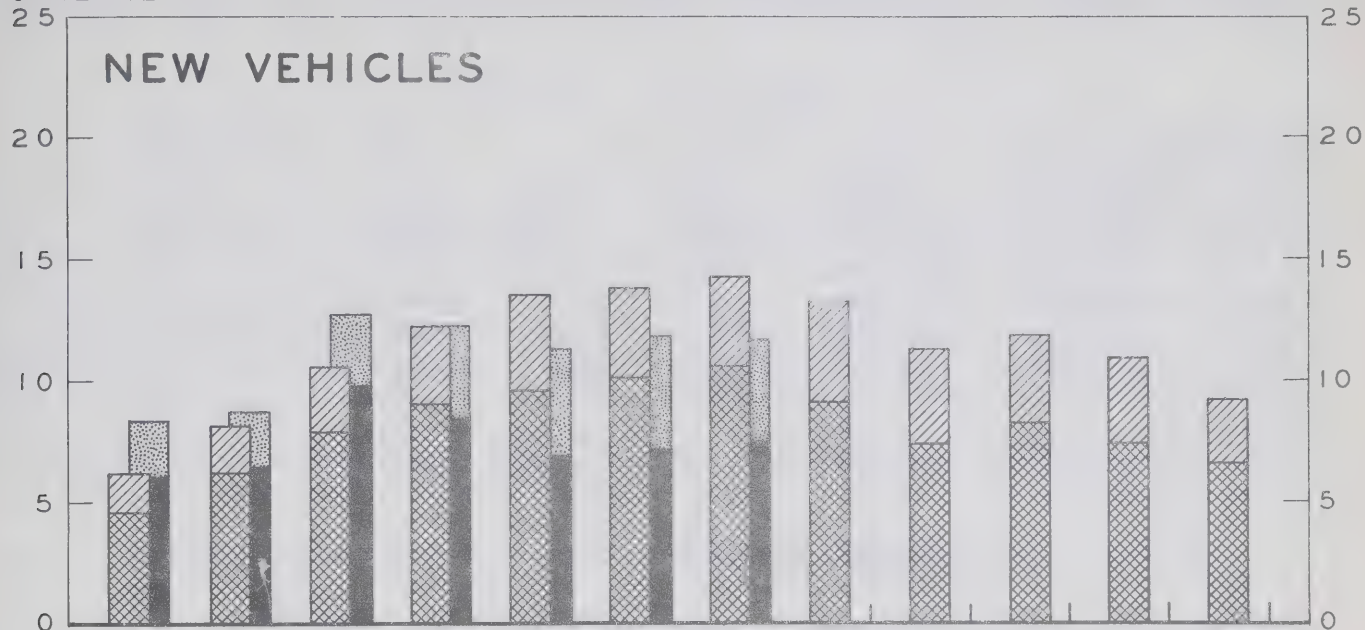


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

JULY 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	217	-	(2)	545,844	-
Prince Edward Island ..	(2)	102	-	(2)	252,307	-
Nova Scotia	(2)	585	-	(2)	1,498,829	-
New Brunswick	(2)	595	-	(2)	1,505,459	-
Atlantic Provinces ...	2,528	1,499	- 40.7	4,894,289	3,802,439	- 22.3
Quebec	6,102	4,042	- 33.8	12,632,913	10,786,402	- 14.6
Ontario	14,198	8,496	- 40.2	29,005,236	21,549,521	- 25.7
Manitoba	1,731	1,468	- 15.2	3,481,857	3,666,762	+ 5.3
Saskatchewan	1,716	1,607	- 6.4	3,574,121	4,078,382	+ 14.1
Alberta	2,593	1,881	- 27.5	5,365,809	4,843,896	- 9.7
British Columbia	4,135	1,700	- 58.9	8,040,656	4,279,206	- 46.8
CANADA	33,003	20,693	- 37.3	66,994,881	53,006,608	- 20.9
Commercial Vehicles (3)						
Newfoundland	(2)	107	-	(2)	226,008	-
Prince Edward Island ..	(2)	69	-	(2)	129,709	-
Nova Scotia	(2)	241	-	(2)	495,819	-
New Brunswick	(2)	281	-	(2)	625,741	-
Atlantic Provinces ...	895	698	- 22.0	1,714,434	1,477,277	- 13.8
Quebec	1,845	1,595	- 13.5	3,874,798	4,357,796	+ 12.5
Ontario	3,656	2,530	- 30.8	7,761,209	6,022,750	- 22.4
Manitoba	716	464	- 35.2	1,543,172	1,102,109	- 28.6
Saskatchewan	1,437	1,221	- 15.0	2,683,127	2,548,923	- 5.0
Alberta	1,456	1,236	- 15.1	2,893,128	2,836,784	- 1.9
British Columbia	908	736	- 18.9	1,878,118	1,933,961	+ 3.0
CANADA	10,911	8,480	- 22.3	22,347,986	20,279,600	- 9.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	324	-	(2)	771,852	-
Prince Edward Island ..	(2)	171	-	(2)	382,016	-
Nova Scotia	(2)	826	-	(2)	1,994,648	-
New Brunswick	(2)	876	-	(2)	2,131,200	-
Atlantic Provinces ...	3,423	2,197	- 35.8	6,608,723	5,279,716	- 10.1
Quebec	7,945	5,637	- 29.0	16,507,711	15,144,198	- 8.3
Ontario	17,854	11,026	- 38.2	36,766,445	27,572,271	- 25.0
Manitoba	2,447	1,932	- 21.0	5,025,029	4,768,871	- 5.1
Saskatchewan	3,153	2,828	- 10.3	6,257,248	6,627,305	+ 5.9
Alberta	4,049	3,117	- 23.0	8,258,937	7,680,680	- 7.0
British Columbia	5,043	2,436	- 51.7	9,918,774	6,213,167	- 37.4
CANADA	43,914	29,173	- 33.6	89,342,867	73,286,208	- 18.0

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 2--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JULY 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	1,018	547	- 46.3	1,337,436	669,123	- 50.0
Quebec	2,278	1,830	- 19.7	3,391,458	2,673,298	- 21.2
Ontario	4,090	2,856	- 30.2	5,363,180	3,364,704	- 37.3
Manitoba	512	445	- 13.1	653,642	555,100	- 15.1
Saskatchewan	521	485	- 6.9	677,321	641,396	- 5.3
Alberta	925	827	- 10.6	1,235,021	1,085,676	- 12.1
British Columbia	1,284	536	- 58.3	1,751,181	680,268	- 61.2
CANADA	10,628	7,526	- 29.2	14,409,239	9,669,565	- 32.9
Commercial Vehicles						
Atlantic Provinces ...	313	409	+ 30.7	450,634	669,218	+ 48.5
Quebec	808	1,194	+ 47.8	1,382,317	2,386,610	+ 72.7
Ontario	1,152	1,222	+ 6.1	1,728,687	2,165,546	+ 25.3
Manitoba	244	168	- 31.1	316,975	263,188	- 17.0
Saskatchewan	356	318	- 10.7	510,728	474,910	- 7.0
Alberta	472	469	- 0.6	754,920	864,036	+ 14.5
British Columbia	282	358	+ 27.0	491,103	744,510	+ 51.6
CANADA	3,627	4,138	+ 14.1	5,635,364	7,568,018	+ 34.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,331	956	- 28.2	1,788,070	1,338,341	- 25.2
Quebec	3,086	3,024	- 2.0	4,773,775	5,059,908	+ 6.0
Ontario	5,242	4,078	- 22.2	7,091,867	5,530,250	- 22.0
Manitoba	756	613	- 18.9	970,617	818,288	- 15.7
Saskatchewan	877	803	- 8.4	1,188,049	1,116,306	- 6.0
Alberta	1,397	1,296	- 7.2	1,989,941	1,949,712	- 2.0
British Columbia	1,566	894	- 42.9	2,242,284	1,424,778	- 36.5
CANADA	14,255	11,664	- 18.2	20,044,603	17,237,583	- 14.0

(1) Revised.

TABLE 3--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JULY 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	1,591	2,144	+ 34.8	901,771	1,115,706	+ 23.7
Quebec	2,779	3,906	+ 40.6	1,990,515	2,468,268	+ 24.0
Ontario	10,653	12,036	+ 13.0	6,212,409	5,966,197	- 4.0
Manitoba	974	1,174	+ 20.5	613,657	649,788	+ 5.9
Saskatchewan	814	1,336	+ 64.1	486,033	798,549	+ 64.3
Alberta	1,713	2,347	+ 37.0	1,113,172	1,390,113	+ 24.9
British Columbia	2,275	2,220	- 2.4	1,596,197	1,088,864	- 31.8
CANADA	20,799	25,163	+ 21.0	12,913,754	13,477,485	+ 4.4
Commercial Vehicles						
Atlantic Provinces ...	502	800	+ 59.4	309,668	510,887	+ 65.0
Quebec	676	1,075	+ 59.0	587,292	1,069,133	+ 82.0
Ontario	1,219	1,858	+ 52.4	837,601	1,416,755	+ 69.1
Manitoba	196	240	+ 22.4	128,303	152,645	+ 19.0
Saskatchewan	273	379	+ 38.8	175,254	254,246	+ 45.1
Alberta	434	673	+ 55.1	333,339	559,316	+ 67.8
British Columbia	365	506	+ 38.6	281,320	475,924	+ 69.2
CANADA	3,665	5,531	+ 50.9	2,652,777	4,438,906	+ 67.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	2,093	2,944	+ 40.7	1,211,439	1,626,593	+ 34.3
Quebec	3,455	4,981	+ 44.2	2,577,807	3,537,401	+ 37.2
Ontario	11,872	13,894	+ 17.0	7,050,010	7,382,952	+ 4.7
Manitoba	1,170	1,414	+ 20.9	741,960	802,433	+ 8.2
Saskatchewan	1,087	1,715	+ 57.8	661,287	1,052,795	+ 59.2
Alberta	2,147	3,020	+ 40.7	1,446,511	1,949,429	+ 34.8
British Columbia	2,640	2,726	+ 3.3	1,877,517	1,564,788	- 16.7
CANADA	24,464	30,694	+ 25.5	15,566,531	17,916,391	+ 15.1

(1) Revised.

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Industry and Merchandising Division
OTTAWA

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Statistics Canada

Vol. 23 - No. 8

28

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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCING

AUGUST 1951



New Motor Vehicle Sales

New motor vehicle sales in August continued the steady reversal which commenced in April of this year and continued throughout the summer. For the fifth consecutive month sales declined from the previous month and for the fourth time this year sales were below the figure for the corresponding month of 1950. August results showed 21,600 new vehicles sold for \$54,957,845, down 34% in number and 19% in dollar volume compared with the 32,900 units retailed for \$67,981,259 in August a year ago. In the eight-month period ending with August, 292,298 vehicles were sold this year as compared with 292,760 in the same period of last year.

Passenger car sales showed a reduction of 39% in number, from 23,556 in August 1950 to 14,458 in August 1951, while their value declined from \$47.4 to \$36.6 million, or 23%. Declines occurred in all provinces, but were most acute in British Columbia, Ontario and the Atlantic Provinces. The marked gains over last year which were recorded in the early part of 1951 were more than offset by the declines which have been reported in the last four months. The eight-month totals of new passenger sales for 1950 and 1951 respectively were 222,946 and 216,155. As in earlier months of this year sales of British models suffered a more drastic curtailment (72%) than sales of domestic and American makes which fell off 26% in August.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in August are shown separately in the following table.

Province	<u>Sales of Buses, August, 1950 and 1951</u>			
	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u> \$	<u>1951</u> \$
Atlantic Provinces	-	1	-	12,099
Quebec	36	18	514,461	372,355
Ontario	56	10	929,821	147,341
Manitoba	9	4	141,615	68,575
Saskatchewan	1	-	18,750	-
Alberta	6	-	130,629	-
British Columbia	-	1	-	8,600
Canada	108	34	1,735,276	608,970

Financing of Motor Vehicle Sales

New vehicle sales financing, while lower in August this year than last, has not declined as sharply as sales. New commercial vehicle financing was actually 4% higher this August than in August 1950.

In August 1951, the 7,044 new passenger cars financed were 23% below the August 1950 total of 9,157.

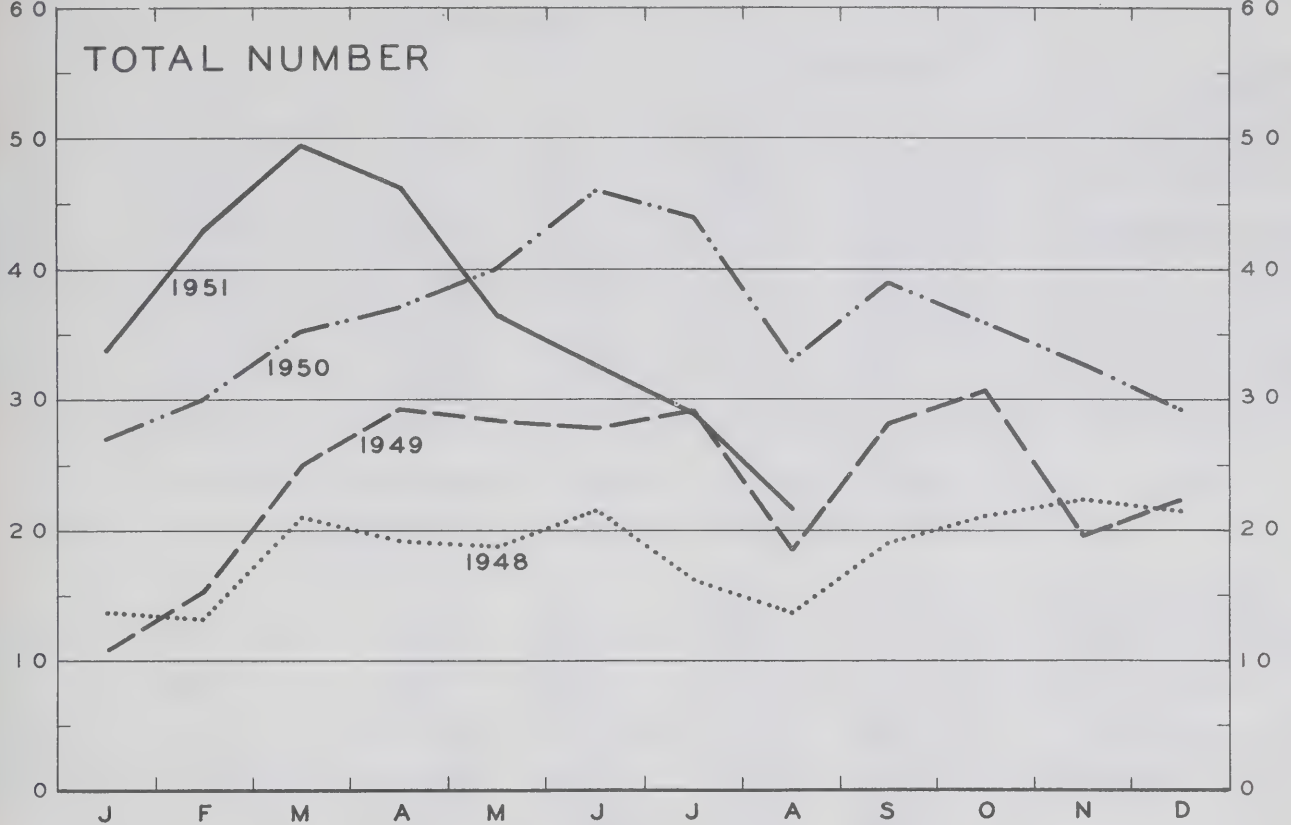
Increases in new commercial vehicle financing were reported for all the eastern provinces.

Activity remains at a high level in the financing of used vehicles, both passenger and commercial. Used passenger cars financed in August numbered 23,959, 30% more than were financed in the same month a year ago. The increase in used commercial vehicle financing was even greater at 52%.

NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
OF VEHICLES
60

THOUSANDS
OF VEHICLES
60



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

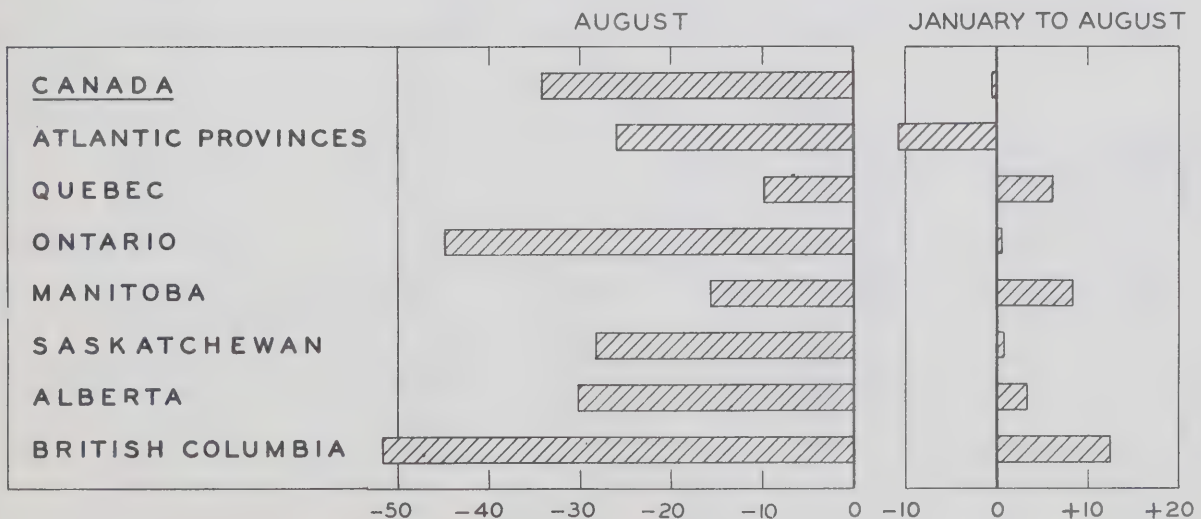


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

AUGUST 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	154	-	(2)	371,841	-
Prince Edward Island .	(2)	79	-	(2)	192,391	-
Nova Scotia	(2)	464	-	(2)	1,154,820	-
New Brunswick	(2)	369	-	(2)	938,953	-
Atlantic Provinces ...	1,741	1,066	- 38.8	3,338,095	2,658,005	- 20.4
Quebec	4,014	3,500	- 12.8	8,352,325	9,172,250	+ 9.8
Ontario	10,748	5,893	- 45.2	21,872,634	14,796,477	- 32.4
Manitoba	1,110	907	- 18.3	2,284,008	2,283,767	(x)
Saskatchewan	1,178	845	- 28.3	2,383,118	2,195,155	- 7.9
Alberta	1,654	1,088	- 34.2	3,353,944	2,752,607	- 17.9
British Columbia	3,111	1,159	- 62.7	5,862,289	2,749,966	- 53.1
CANADA	23,556	14,458	- 38.6	47,446,413	36,608,227	- 22.8
Commercial Vehicles (3)						
Newfoundland	(2)	87	-	(2)	179,701	-
Prince Edward Island .	(2)	44	-	(2)	87,068	-
Nova Scotia	(2)	225	-	(2)	485,369	-
New Brunswick	(2)	255	-	(2)	613,743	-
Atlantic Provinces ...	528	611	+ 15.7	1,046,201	1,365,881	+ 30.6
Quebec	1,443	1,420	- 1.6	3,679,018	4,022,283	+ 9.3
Ontario	3,230	1,828	- 43.4	7,410,935	5,384,222	- 27.3
Manitoba	679	601	- 11.5	1,434,067	1,354,821	- 5.5
Saskatchewan	1,381	990	- 28.3	2,601,834	2,180,544	- 16.2
Alberta	1,281	960	- 25.1	2,652,459	2,294,712	- 13.5
British Columbia	802	732	- 8.7	1,710,332	1,747,155	+ 2.2
CANADA	9,344	7,142	- 23.6	20,534,846	18,349,618	- 10.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	241	-	(2)	551,542	-
Prince Edward Island .	(2)	123	-	(2)	279,459	-
Nova Scotia	(2)	689	-	(2)	1,640,189	-
New Brunswick	(2)	624	-	(2)	1,552,696	-
Atlantic Provinces ...	2,269	1,677	- 26.1	4,384,296	4,023,886	- 8.2
Quebec	5,457	4,920	- 9.8	12,031,343	13,194,533	+ 9.7
Ontario	13,978	7,721	- 44.8	29,283,569	20,180,699	- 31.1
Manitoba	1,789	1,508	- 15.7	3,718,075	3,638,588	- 2.1
Saskatchewan	2,559	1,835	- 28.3	4,984,952	4,375,699	- 12.2
Alberta	2,935	2,048	- 30.2	6,006,403	5,047,319	- 16.0
British Columbia	3,913	1,891	- 51.7	7,572,621	4,497,121	- 40.6
CANADA	32,900	21,600	- 34.3	67,981,259	54,957,845	- 19.2

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.
(x) Unchanged.

TABLE 2--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

AUGUST 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	876	531	- 39.4	1,111,605	642,191	- 42.2
Quebec	1,837	1,656	- 9.9	2,768,101	2,418,060	- 12.6
Ontario	3,304	2,666	- 19.3	4,318,376	3,165,976	- 26.7
Manitoba	386	426	+ 10.4	501,287	530,991	+ 5.9
Saskatchewan	508	488	- 3.9	682,040	655,631	- 3.9
Alberta	868	766	- 11.8	1,170,920	1,017,033	- 13.1
British Columbia	1,378	511	- 62.9	1,925,925	614,338	- 68.1
CANADA	9,157	7,044	- 23.1	12,478,254	9,044,220	- 27.5
Commercial Vehicles						
Atlantic Provinces ...	308	371	+ 20.5	454,310	580,038	+ 27.7
Quebec	808	1,127	+ 39.5	1,393,027	2,339,688	+ 68.0
Ontario	1,076	1,256	+ 16.7	1,625,715	2,182,871	+ 34.3
Manitoba	317	243	- 23.3	420,370	377,870	- 10.1
Saskatchewan	595	388	- 34.8	800,104	614,282	- 23.2
Alberta	668	537	- 19.6	1,045,938	1,027,492	- 1.8
British Columbia	355	353	- 0.6	582,469	736,667	+ 26.5
CANADA	4,127	4,275	+ 3.6	6,321,933	7,858,908	+ 24.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,184	902	- 23.8	1,565,915	1,222,229	- 21.9
Quebec	2,645	2,783	+ 5.2	4,161,128	4,757,748	+ 14.3
Ontario	4,380	3,922	- 10.5	5,944,091	5,348,847	- 10.0
Manitoba	703	669	- 4.8	921,657	908,861	- 1.4
Saskatchewan	1,103	876	- 20.6	1,482,144	1,269,913	- 14.3
Alberta	1,536	1,303	- 15.2	2,216,858	2,044,525	- 7.8
British Columbia	1,733	864	- 50.1	2,508,394	1,351,005	- 46.1
CANADA	13,284	11,319	- 14.8	18,800,187	16,903,128	- 10.1

(1) Revised.

TABLE 3--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

AUGUST 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %

Passenger Cars

Atlantic Provinces ...	1,543	2,095	+ 35.8	859,223	1,095,970	+ 27.6
Quebec	2,459	3,653	+ 48.6	1,758,534	2,321,305	+ 32.0
Ontario	8,610	11,267	+ 30.8	5,220,148	5,603,324	+ 7.3
Manitoba	800	1,134	+ 41.8	494,814	626,854	+ 26.7
Saskatchewan	843	1,323	+ 56.9	529,011	769,585	+ 45.5
Alberta	1,760	2,271	+ 29.0	1,190,193	1,344,376	+ 13.0
British Columbia	2,453	2,216	- 9.7	1,736,617	1,260,303	- 27.4
CANADA	18,468	23,959	+ 29.7	11,788,540	13,021,717	+ 10.5

Commercial Vehicles

Atlantic Provinces ...	511	695	+ 36.0	306,293	476,949	+ 55.7
Quebec	623	1,122	+ 80.1	528,332	1,089,565	+106.2
Ontario	1,173	1,906	+ 62.5	794,938	1,359,169	+ 71.0
Manitoba	246	281	+ 14.2	151,001	202,871	+ 34.4
Saskatchewan	419	576	+ 37.5	275,425	395,107	+ 43.5
Alberta	507	701	+ 38.3	401,335	561,143	+ 39.8
British Columbia	341	515	+ 51.0	291,431	478,114	+ 64.1
CANADA	3,820	5,796	+ 51.7	2,748,755	4,562,918	+ 66.0

Total - Passenger Cars and Commercial Vehicles

Atlantic Provinces ...	2,054	2,790	+ 35.8	1,165,516	1,572,919	+ 35.0
Quebec	3,082	4,775	+ 54.9	2,286,866	3,410,870	+ 49.2
Ontario	9,783	13,173	+ 34.7	6,015,086	6,962,493	+ 15.8
Manitoba	1,046	1,415	+ 35.3	645,815	829,725	+ 28.5
Saskatchewan	1,262	1,899	+ 50.5	804,436	1,164,692	+ 44.8
Alberta	2,267	2,972	+ 31.1	1,591,528	1,905,519	+ 19.7
British Columbia	2,794	2,731	- 2.3	2,028,048	1,738,417	- 14.3
CANADA	22,288	29,755	+ 33.5	14,537,295	17,584,635	+ 21.0

(1) Revised.



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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCING

SEPTEMBER 1951



New Motor Vehicle Sales

Sales of new motor vehicles during September totalled 28,022 with a retail value of \$70,887,529, down 28% in number and 15% in value from the 39,044 units which sold for \$83,061,552 in September 1950. Sales of new motor vehicles, although lower than in September a year ago, showed a seasonal increase over August 1951, when 21,600 units sold for \$54,957,845.

The number of cars sold during the first nine months of the year was 320,320 as compared with 331,804 in the same period of 1950. Passenger cars accounted for this decrease, with 16,400 fewer units sold in the first nine months of 1951 than in the 1950 period. The nine-month totals of commercial vehicles were 80,642 for 1950 and 85,558 for 1951. All provinces registered declines below September of last year in number of passenger cars sold. The greatest drop, 48%, occurred in British Columbia.

Sales of British-made passenger cars followed much the same course as did American cars - up over August 1951 (3%) and down from September 1950 (66%). In the nine-month period the number of British-made passenger cars sold showed a decline of 51% from 1950 while American-made cars increased 6% in the corresponding period.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

UNIVERSITY OF TORONTO
DEPT. OF ECONOMICS

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in September are shown separately in the following table.

Sales of Buses, September 1950 and 1951

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
Atlantic Provinces .	3	-	43,682	-
Quebec	56	16	1,055,708	415,762
Ontario	23	36	287,911	881,067
Manitoba	1	5	17,326	87,380
Saskatchewan	-	-	-	-
Alberta	4	2	53,638	38,312
British Columbia ...	-	1	-	8,465
CANADA	87	60	1,458,265	1,430,986

Financing of Motor Vehicle Sales

New Vehicles - The number of new vehicle sales financed followed the same trend as new motor vehicle sales for the year-to-date period. There were 98,029 vehicles financed for a value of \$145,930,802 in 1951 as compared with 103,317 units with a financed value of \$144,491,809 for the first nine months of 1950. As in the case of new vehicle sales, passenger cars accounted for this decline.

Used Vehicles - Financing of used vehicle sales continued to rise and September financing was well above September 1950. A total of 26,110 used vehicles were financed for an amount of \$15,648,482 an increase of 39% in number and 26% in amount of financing over September last year. Substantial increases in the number of units financed were recorded for all provinces, the greatest gains occurring in Quebec (62%), the Atlantic Provinces (57%), and Saskatchewan (56%).

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for September and for the January-September period of this year and last.

<u>Month and Item</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
<u>September</u>				
No. Sold	28,216	18,607	10,828	9,415
No. Financed	7,425	5,681	3,916	4,119
% of Sales Financed	26.3	30.5	36.2	43.7
<u>Jan.-Sept.</u>				
No. Sold	251,162	234,762	80,642	85,558
No. Financed	74,700	65,215	28,617	32,814
% of Sales Financed	29.7	27.8	35.5	38.4

FINANCING OF MOTOR VEHICLE SALES IN CANADA, 1950 (REVISED) - 1951

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

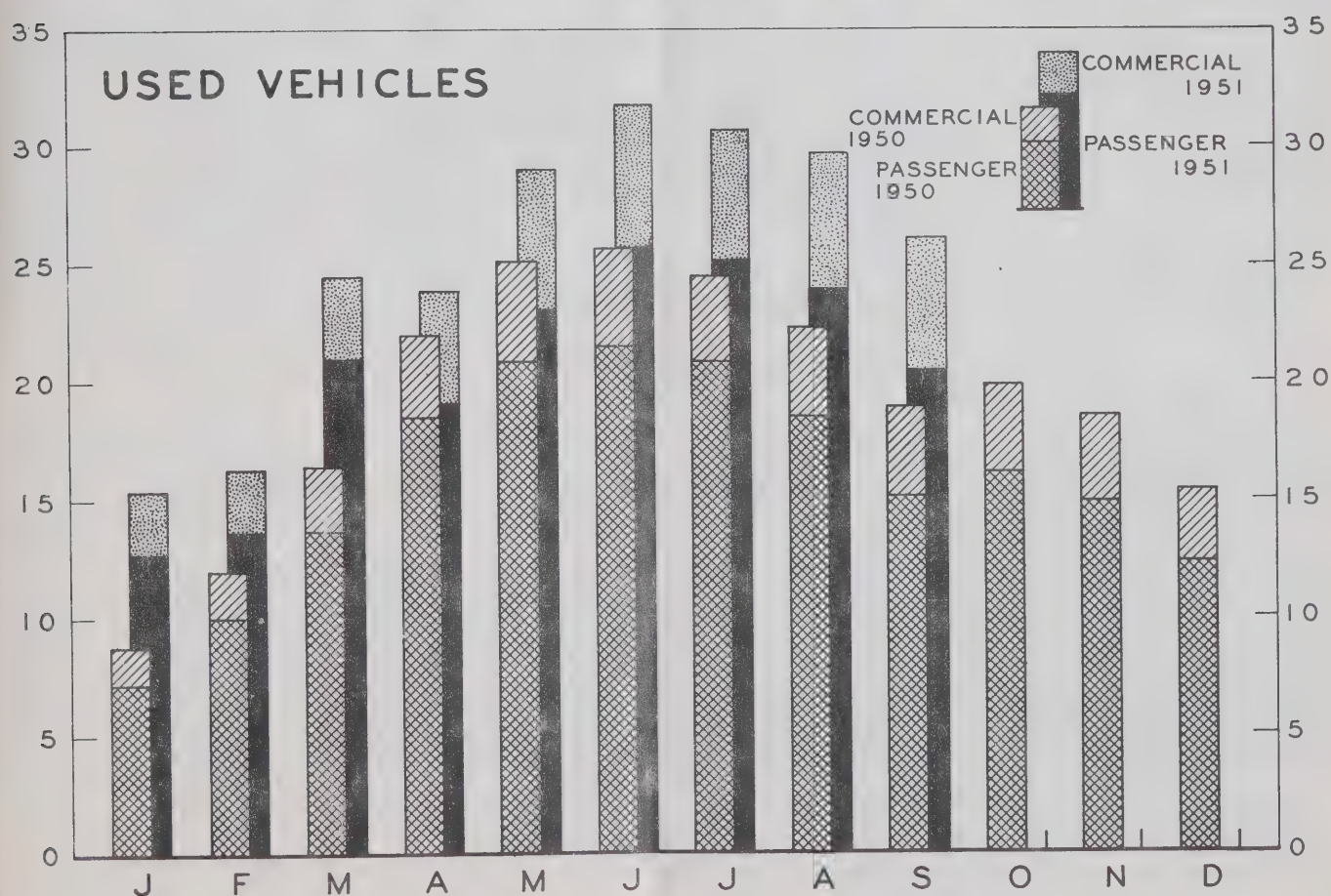
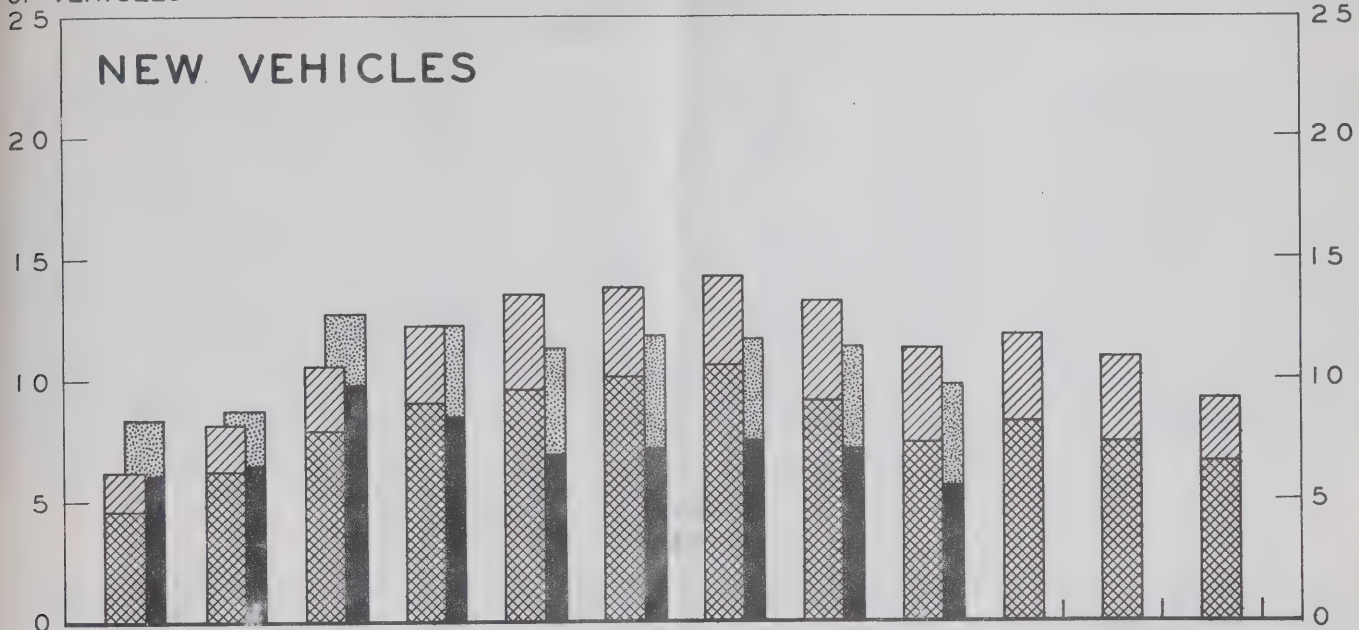


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

SEPTEMBER 1950 AND 1951

Province	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950 %	1950(1) \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland	(2)	202	-	(2)	521,164	-
Prince Edward Island.	(2)	113	-	(2)	282,149	-
Nova Scotia	(2)	530	-	(2)	1,320,062	-
New Brunswick	(2)	478	-	(2)	1,207,116	-
Atlantic Provinces ..	2,363	1,323	- 44.0	4,739,570	3,330,491	- 29.7
Quebec	4,583	3,677	- 19.8	9,676,856	9,625,635	- 0.5
Ontario	11,980	7,391	- 38.3	26,753,990	18,893,868	- 29.4
Manitoba	1,413	1,275	- 9.8	2,962,784	3,190,279	+ 7.7
Saskatchewan	1,893	1,657	- 12.5	3,950,773	4,150,217	+ 5.0
Alberta	2,302	1,678	- 27.1	4,741,547	4,289,899	- 9.5
British Columbia	3,682	1,606	- 56.4	7,223,871	3,922,150	- 45.7
CANADA	28,216	18,607	- 34.1	60,049,391	47,402,539	- 21.1
Commercial Vehicles (3)						
Newfoundland	(2)	128	-	(2)	267,618	-
Prince Edward Island.	(2)	77	-	(2)	155,947	-
Nova Scotia	(2)	297	-	(2)	596,549	-
New Brunswick	(2)	294	-	(2)	687,194	-
Atlantic Provinces ..	867	796	- 8.2	1,626,385	1,707,308	+ 5.0
Quebec	1,720	1,638	- 4.8	4,729,828	4,343,422	- 8.2
Ontario	3,878	2,715	- 30.0	8,130,843	7,845,753	- 3.5
Manitoba	726	584	- 19.6	1,365,923	1,345,168	- 1.5
Saskatchewan	1,482	1,433	- 3.3	2,802,697	3,049,478	+ 8.8
Alberta	1,325	1,518	+ 14.6	2,635,960	3,453,244	+ 31.0
British Columbia	830	731	- 11.9	1,720,525	1,740,617	+ 1.2
CANADA	10,828	9,415	- 13.0	23,012,161	23,484,990	+ 2.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	330	-	(2)	788,782	-
Prince Edward Island.	(2)	190	-	(2)	438,096	-
Nova Scotia	(2)	827	-	(2)	1,916,611	-
New Brunswick	(2)	772	-	(2)	1,894,310	-
Atlantic Provinces ..	3,230	2,119	- 34.4	6,365,955	5,037,799	- 20.9
Quebec	6,303	5,315	- 15.7	14,406,684	13,969,057	- 3.0
Ontario	15,858	10,106	- 36.3	34,884,833	26,739,621	- 23.3
Manitoba	2,139	1,859	- 13.1	4,328,707	4,535,447	+ 4.8
Saskatchewan	3,375	3,090	- 8.4	6,753,470	7,199,695	+ 6.6
Alberta	3,627	3,196	- 11.9	7,377,507	7,743,143	+ 5.0
British Columbia	4,512	2,337	- 48.2	8,944,396	5,662,767	- 36.7
CANADA	39,044	28,022	- 28.2	83,061,552	70,887,529	- 14.7

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

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JANUARY-TO-SEPTEMBER, 1950 AND 1951

Province	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	1,788	-	(2)	4,299,279	-
Prince Edward Island.	(2)	1,040	-	(2)	2,499,973	-
Nova Scotia	(2)	7,423	-	(2)	17,777,478	-
New Brunswick	(2)	6,370	-	(2)	15,340,612	-
Atlantic Provinces ..	20,590	16,621	- 19.3	39,704,379	39,917,342	+ 0.5
Quebec	44,615	45,079	+ 1.0	91,311,113	115,333,414	+ 26.3
Ontario	109,964	103,454	- 5.9	224,097,090	255,300,436	+ 13.9
Manitoba	13,108	13,927	+ 6.2	26,194,031	34,085,429	+ 30.1
Saskatchewan	14,652	14,785	+ 0.9	29,646,314	36,306,924	+ 22.5
Alberta	19,639	19,218	- 2.1	39,494,246	47,537,065	+ 20.4
British Columbia	28,594	21,678	- 24.2	53,760,337	50,305,658	- 6.4
CANADA	251,162	234,762	- 6.5	504,207,510	578,786,268	+ 14.8
Commercial Vehicles (3)						
Newfoundland	(2)	823	-	(2)	1,741,252	-
Prince Edward Island.	(2)	599	-	(2)	1,188,528	-
Nova Scotia	(2)	2,768	-	(2)	5,805,105	-
New Brunswick	(2)	2,775	-	(2)	6,300,092	-
Atlantic Provinces ..	6,691	6,965	+ 4.1	12,772,306	15,034,977	+ 17.7
Quebec	14,116	15,947	+ 13.0	33,305,967	41,310,977	+ 24.0
Ontario	28,314	29,355	+ 3.7	60,881,085	71,486,929	+ 17.4
Manitoba	5,069	5,313	+ 4.8	10,097,938	11,743,526	+ 16.3
Saskatchewan	9,892	9,608	- 2.9	18,871,810	20,103,992	+ 6.5
Alberta	10,275	11,160	+ 8.6	20,729,721	24,908,287	+ 20.2
British Columbia	6,285	7,210	+ 14.7	15,175,394	18,742,284	+ 23.5
CANADA	80,642	85,558	+ 6.1	171,834,221	203,330,972	+ 18.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	2,611	-	(2)	6,040,531	-
Prince Edward Island.	(2)	1,639	-	(2)	3,688,501	-
Nova Scotia	(2)	10,191	-	(2)	23,582,583	-
New Brunswick	(2)	9,145	-	(2)	21,640,704	-
Atlantic Provinces ..	27,281	23,586	- 13.5	52,476,685	54,952,319	+ 4.7
Quebec	58,731	61,026	+ 3.9	124,617,080	156,644,391	+ 25.7
Ontario	138,278	132,809	- 4.0	284,978,175	326,787,365	+ 14.7
Manitoba	18,177	19,240	+ 5.8	36,291,969	45,828,955	+ 26.3
Saskatchewan	24,544	24,393	- 0.6	48,518,124	56,410,916	+ 16.3
Alberta	29,914	30,378	+ 1.6	60,223,967	72,445,352	+ 20.3
British Columbia	34,879	28,888	- 17.2	68,935,731	69,047,942	+ 0.2
CANADA	331,804	320,320	- 3.5	676,041,731	782,117,240	+ 15.7

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 3.--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, 1950 AND 1951

Month	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Jan.-March ...	72,462	97,210	+ 34.2	143,753,354	226,687,911	+ 57.7
April	28,258	34,927	+ 23.6	55,528,441	88,240,146	+ 58.9
May	30,436	25,842	- 15.1	60,396,601	67,122,786	+ 11.1
June	35,231	23,025	- 34.6	70,038,429	59,718,051	- 14.7
July	33,003	20,693	- 37.3	66,994,881	53,006,608	- 20.9
August	23,556	14,458	- 38.6	47,446,413	36,608,227	- 22.8
September	28,216	18,607	- 34.1	60,049,391	47,402,539	- 21.1
Jan.-Sept. ...	251,162	234,762	- 6.5	504,207,510	578,786,268	+ 14.8
Commercial Vehicles (2)						
Jan.-March ...	19,860	29,033	+ 46.2	41,869,384	65,908,781	+ 57.4
April	8,826	11,242	+ 27.4	18,580,599	25,953,944	+ 39.7
May	10,209	10,604	+ 3.9	21,717,006	25,450,744	+ 17.2
June	10,664	9,642	- 9.6	23,772,239	23,903,295	+ 0.6
July	10,911	8,480	- 22.3	22,347,986	20,279,600	- 9.3
August	9,344	7,142	- 23.6	20,534,846	18,349,618	- 10.6
September	10,828	9,415	- 13.0	23,012,161	23,484,990	+ 2.1
Jan.-Sept. ...	80,642	85,558	+ 6.1	171,834,221	203,330,972	+ 18.3
Total - Passenger Cars and Commercial Vehicles						
Jan.-March ...	92,322	126,243	+ 36.7	185,622,738	292,596,692	+ 57.6
April	37,084	46,169	+ 24.5	74,109,040	114,194,090	+ 54.1
May	40,645	36,446	- 10.3	82,113,607	92,573,530	+ 12.7
June	45,895	32,667	- 28.8	93,810,668	83,621,346	- 10.9
July	43,914	29,173	- 33.6	89,342,867	73,286,208	- 18.0
August	32,900	21,600	- 34.3	67,981,259	54,957,845	- 19.2
September	39,044	28,022	- 28.2	83,061,552	70,887,529	- 14.7
Jan.-Sept. ...	331,804	320,320	- 3.5	676,041,731	782,117,240	+ 15.7

(1) Revised. (2) Includes trucks and buses.

TABLE 4.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA(1), 1950 AND 1951

Month	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Jan.-March ...	18,731	22,407	+ 19.6	24,824,439	32,272,704	+ 30.0
April	9,058	8,451	- 6.7	11,998,844	11,075,922	- 7.7
May	9,588	6,890	- 28.1	12,477,090	9,114,011	- 27.0
June	10,113	7,216	- 28.6	13,475,708	9,466,556	- 29.8
July	10,628	7,526	- 29.2	14,409,239	9,669,565	- 32.9
August	9,157	7,044	- 23.1	12,478,254	9,044,220	- 27.5
September	7,425	5,681	- 23.5	10,238,468	7,364,492	- 28.1
Jan.-Sept. ...	74,700	65,215	- 12.7	99,902,042	88,007,470	- 11.9
Commercial Vehicles						
Jan.-March ...	6,121	7,416	+ 21.2	9,369,080	12,347,076	+ 31.8
April	3,192	3,881	+ 21.6	4,857,568	6,445,296	+ 32.7
May	3,915	4,424	+ 13.0	6,025,761	7,603,600	+ 26.2
June	3,719	4,561	+ 22.6	5,968,406	8,357,200	+ 40.0
July	3,627	4,138	+ 14.1	5,635,364	7,568,018	+ 34.3
August	4,127	4,275	+ 3.6	6,321,933	7,858,908	+ 24.3
September	3,916	4,119	+ 5.2	6,411,655	7,743,234	+ 20.8
Jan.-Sept. ...	28,617	32,814	+ 14.7	44,589,767	57,923,332	+ 29.9
Total - Passenger Cars and Commercial Vehicles						
Jan.-March ...	24,852	29,823	+ 20.0	34,193,519	44,619,780	+ 30.5
April	12,250	12,332	+ 0.7	16,856,412	17,521,218	+ 3.9
May	13,503	11,314	- 16.2	18,502,851	16,717,611	- 9.6
June	13,832	11,777	- 14.9	19,444,114	17,823,756	- 8.3
July	14,255	11,664	- 18.2	20,044,603	17,237,583	- 14.0
August	13,284	11,319	- 14.8	18,800,187	16,903,128	- 10.1
September	11,341	9,800	- 13.6	16,650,123	15,107,726	- 9.3
Jan.-Sept. ...	103,317	98,029	- 5.1	144,491,809	145,930,802	+ 1.0

(1) Revised.

TABLE 5.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

SEPTEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	662	467	- 29.5	863,099	573,903	- 33.5
Quebec	1,644	1,397	- 15.0	2,533,784	2,037,308	- 19.6
Ontario	2,823	2,109	- 25.3	3,742,106	2,540,354	- 32.1
Manitoba	338	349	+ 3.3	454,046	429,038	- 5.5
Saskatchewan	395	359	- 9.1	549,205	496,473	- 9.6
Alberta	558	533	- 4.5	761,821	725,901	- 4.7
British Columbia	1,005	467	- 53.5	1,334,407	561,515	- 57.9
CANADA	7,425	5,681	- 23.5	10,238,468	7,364,492	- 28.1
Commercial Vehicles						
Atlantic Provinces ...	225	332	+ 47.6	324,085	525,693	+ 62.2
Quebec	771	1,031	+ 33.7	1,351,920	2,089,085	+ 54.5
Ontario	1,300	1,121	- 13.8	2,107,015	2,101,834	- 0.2
Manitoba	253	262	+ 3.6	353,013	430,804	+ 22.0
Saskatchewan	459	423	- 7.8	648,250	703,452	+ 8.5
Alberta	622	636	+ 2.3	1,086,812	1,179,794	+ 8.6
British Columbia	286	314	+ 9.8	540,560	712,572	+ 31.8
CANADA	3,916	4,119	+ 5.2	6,411,655	7,743,234	+ 20.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	887	799	- 9.9	1,187,184	1,099,596	- 7.4
Quebec	2,415	2,428	+ 0.5	3,885,704	4,126,393	+ 6.2
Ontario	4,123	3,230	- 21.7	5,849,121	4,642,188	- 20.6
Manitoba	591	611	+ 3.4	807,059	859,842	+ 6.5
Saskatchewan	854	782	- 8.4	1,197,455	1,199,925	+ 0.2
Alberta	1,180	1,169	- 0.9	1,848,633	1,905,695	+ 3.1
British Columbia	1,291	781	- 39.5	1,874,967	1,274,087	- 32.0
CANADA	11,341	9,800	- 13.6	16,650,123	15,107,726	- 9.3

(1) Revised.

TABLE 6.-FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

SEPTEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,174	1,890	+ 61.0	637,169	991,622	+ 55.6
Quebec	2,003	3,231	+ 61.3	1,465,224	2,074,456	+ 41.6
Ontario	7,391	9,612	+ 30.1	4,406,224	4,704,636	+ 6.8
Manitoba	609	1,007	+ 65.4	392,938	550,173	+ 40.0
Saskatchewan	612	987	+ 61.3	397,715	572,198	+ 43.9
Alberta	1,346	1,859	+ 38.1	932,097	1,121,314	+ 20.3
British Columbia	1,994	1,934	- 3.0	1,403,015	1,121,479	- 20.1
CANADA	15,129	20,520	+ 35.6	9,634,382	11,135,878	+ 15.6
Commercial Vehicles						
Atlantic Provinces ...	487	716	+ 47.0	292,814	496,838	+ 69.7
Quebec	658	1,071	+ 62.8	566,655	1,021,758	+ 80.3
Ontario	1,116	1,798	+ 61.1	776,328	1,365,196	+ 75.9
Manitoba	267	298	+ 11.6	185,371	201,680	+ 8.8
Saskatchewan	349	507	+ 45.3	242,621	372,225	+ 53.4
Alberta	522	715	+ 37.0	437,199	614,571	+ 40.6
British Columbia	326	485	+ 48.8	264,228	440,336	+ 66.7
CANADA	3,725	5,590	+ 50.1	2,765,216	4,512,604	+ 63.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,661	2,606	+ 56.9	929,983	1,488,460	+ 60.1
Quebec	2,661	4,302	+ 61.7	2,031,879	3,096,214	+ 52.4
Ontario	8,507	11,410	+ 34.1	5,182,552	6,069,832	+ 17.1
Manitoba	876	1,305	+ 49.0	578,309	751,853	+ 30.0
Saskatchewan	961	1,494	+ 55.5	640,336	944,423	+ 47.5
Alberta	1,868	2,574	+ 37.8	1,369,296	1,735,885	+ 26.8
British Columbia	2,320	2,419	+ 4.3	1,667,243	1,561,815	- 6.3
CANADA	18,854	26,110	+ 38.5	12,399,598	15,648,482	+ 26.2

(1) Revised.

TABLE 7.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-SEPTEMBER, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ..	7,082	4,790	- 32.4	8,956,089	6,061,000	- 32.3
Quebec	16,011	14,746	- 7.9	23,636,080	22,145,677	- 6.3
Ontario	29,630	25,716	- 13.2	38,335,746	32,860,138	- 14.3
Manitoba	3,595	3,562	- 0.9	4,663,480	4,628,088	- 0.8
Saskatchewan	3,722	4,000	+ 7.5	4,865,528	5,415,189	+ 11.3
Alberta	6,161	6,516	+ 5.8	8,060,174	8,937,399	+ 10.9
British Columbia	8,499	5,885	- 30.8	11,384,945	7,959,979	- 30.1
CANADA	74,700	65,215	- 12.7	99,902,042	88,007,470	- 11.9
Commercial Vehicles						
Atlantic Provinces ..	2,522	2,767	+ 9.7	3,661,270	4,265,994	+ 16.5
Quebec	6,489	8,581	+ 32.2	11,103,572	16,646,645	+ 49.9
Ontario	9,156	10,102	+ 10.3	13,777,251	17,046,984	+ 23.7
Manitoba	1,701	1,794	+ 5.5	2,363,612	2,817,671	+ 19.2
Saskatchewan	2,689	2,688	(x)	3,775,865	4,248,233	+ 12.5
Alberta	3,841	4,067	+ 5.9	6,185,645	7,258,526	+ 17.3
British Columbia	2,219	2,815	+ 26.9	3,722,552	5,639,279	+ 51.5
CANADA	28,617	32,814	+ 14.7	44,589,767	57,923,332	+ 29.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ..	9,604	7,557	- 21.3	12,617,359	10,326,994	- 18.2
Quebec	22,500	23,327	+ 3.7	34,739,652	38,792,322	+ 11.7
Ontario	38,786	35,818	- 7.7	52,112,997	49,907,122	- 4.2
Manitoba	5,296	5,356	+ 1.1	7,027,092	7,445,759	+ 6.0
Saskatchewan	6,411	6,688	+ 4.3	8,641,393	9,663,422	+ 11.8
Alberta	10,002	10,583	+ 5.8	14,245,819	16,195,925	+ 13.7
British Columbia	10,718	8,700	- 18.8	15,107,497	13,599,258	- 10.0
CANADA	103,317	98,029	- 5.1	144,491,809	145,930,802	+ 1.0

(1) Revised.

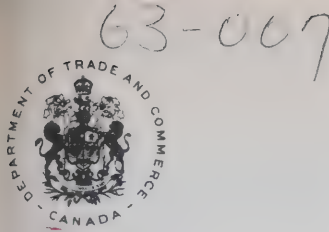
(x) Less than 0.05 per cent.

TABLE 8.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-SEPTEMBER, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ..	12,077	16,190	+ 34.1	6,890,202	8,846,021	+ 28.4
Quebec	20,527	26,626	+ 29.7	14,974,811	18,044,258	+ 20.5
Ontario	73,579	88,106	+ 19.7	44,220,449	48,114,422	+ 8.8
Manitoba	6,125	8,798	+ 43.6	3,900,595	5,158,409	+ 32.2
Saskatchewan	5,642	9,216	+ 63.3	3,488,894	5,511,363	+ 58.0
Alberta	12,221	17,426	+ 42.6	8,277,637	11,082,111	+ 33.9
British Columbia	16,030	18,730	+ 16.8	11,300,240	11,502,623	+ 1.8
CANADA	146,201	185,092	+ 26.6	93,052,828	108,259,207	+ 16.3
Commercial Vehicles						
Atlantic Provinces ..	4,032	5,510	+ 36.7	2,529,853	3,587,548	+ 41.8
Quebec	5,634	7,870	+ 39.7	5,016,482	7,547,359	+ 50.5
Ontario	9,723	14,434	+ 48.5	6,741,651	10,613,264	+ 57.4
Manitoba	1,654	2,208	+ 33.5	1,150,992	1,562,930	+ 35.8
Saskatchewan	2,107	3,161	+ 50.0	1,407,004	2,198,190	+ 56.2
Alberta	3,640	5,317	+ 46.1	2,962,537	4,261,147	+ 43.8
British Columbia	2,599	3,874	+ 49.1	2,282,975	3,499,244	+ 53.3
CANADA	29,389	42,374	+ 44.2	22,091,494	33,269,682	+ 50.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ..	16,109	21,700	+ 34.7	9,420,055	12,433,569	+ 32.0
Quebec	26,161	34,496	+ 31.9	19,991,293	25,591,617	+ 28.0
Ontario	83,302	102,540	+ 23.1	50,962,100	58,727,686	+ 15.2
Manitoba	7,779	11,006	+ 41.5	5,051,587	6,721,339	+ 33.1
Saskatchewan	7,749	12,377	+ 59.7	4,895,898	7,709,553	+ 57.5
Alberta	15,861	22,743	+ 43.4	11,240,174	15,343,258	+ 36.5
British Columbia	18,629	22,604	+ 21.3	13,583,215	15,001,867	+ 10.4
CANADA	175,590	227,466	+ 29.5	115,144,322	141,528,889	+ 22.9

(1) Revised.



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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCING

OCTOBER 1951



New Motor Vehicle Sales

The decline in sales of new motor vehicles, which has been apparent throughout recent months, continued in October. There were 22,708 new vehicles sold in October, down 37% in number from the 35,811 units sold in the same month last year. The retail value of these vehicles was \$57,640,434, 23% below the 1950 figure of \$74,479,283. In the ten-month period ending with October, 343,028 new vehicles were sold compared with 367,615 in the same period of last year.

The sale of new passenger cars was mainly responsible for the decline in October. The number of new cars sold decreased 48% from the same month of last year and the retail value was 36% lower than in October 1950. Declines in passenger car sales occurred in all provinces but were most acute in Saskatchewan, Alberta and British Columbia where sales were more than 60% lower than last year and the decrease in retail value from 1950 exceeded 50%. New commercial vehicles were only 4% lower in number sold and the retail value of October sales was 13% above October last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in October are shown separately in the following table.

Province	<u>Sales of Buses, October, 1950 and 1951</u>			
	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
			\$	\$
Atlantic Provinces	3	-	38,756	-
Quebec	12	18	226,838	374,618
Ontario	10	11	99,646	159,256
Manitoba	14	6	293,343	100,980
Saskatchewan	12	6	275,861	151,971
Alberta	-	1	-	23,084
British Columbia	1	1	7,449	14,845
Canada	52	43	941,893	824,754

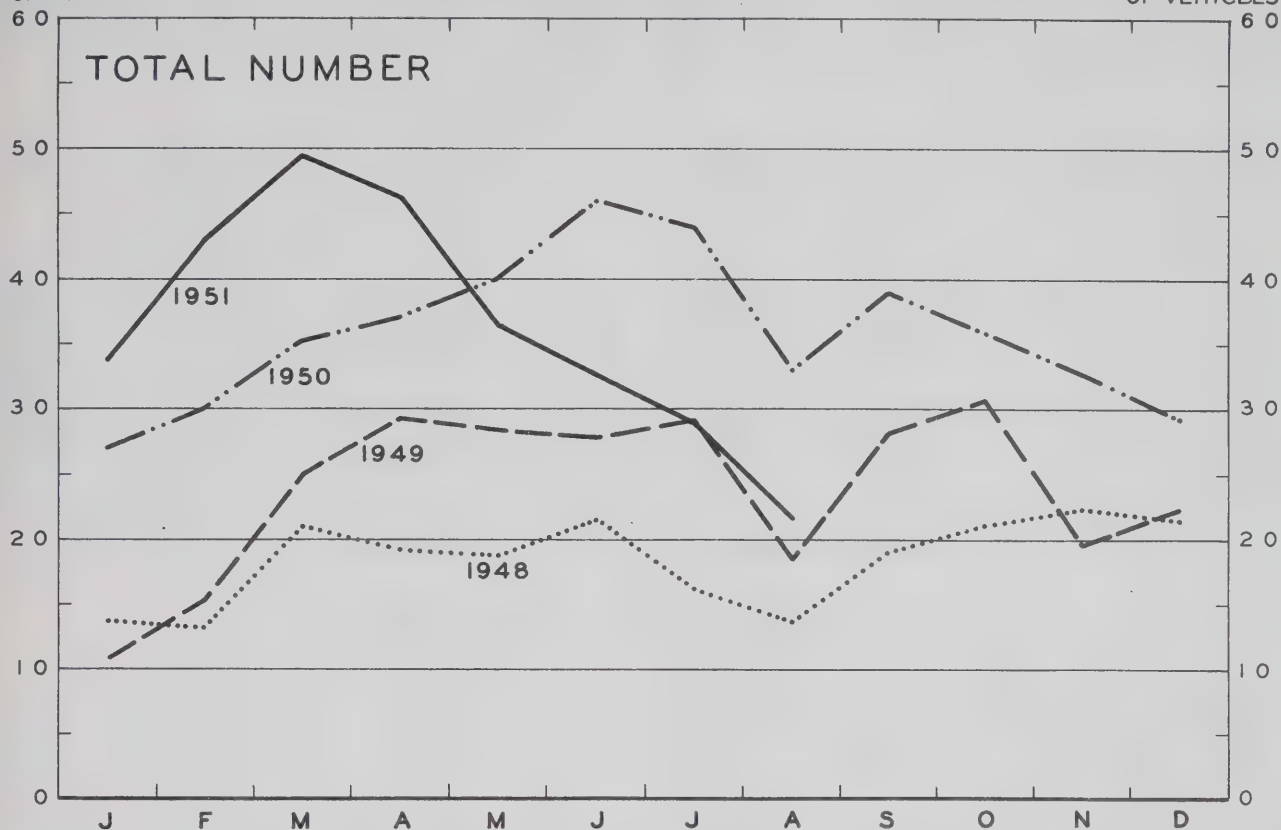
Financing of Motor Vehicle Sales

New Vehicles - Financing of new motor vehicle sales, while lower in October this year than last, did not decline as sharply as sales. The 9,984 new vehicles financed represented a 16% decrease from the number financed in October 1950 and the amount of financing was 12% lower than last year.

All provinces recorded less financing of passenger cars, both in number and amount of financing, paralleling the sharper reduction in sales of new passenger cars. Financing of commercial vehicles, however, showed considerable gains over 1950 with all provinces, except Manitoba and British Columbia, contributing to the increase.

Used Vehicles - The financing of used vehicles remained high during October. Both the number of units and the amount of financing was greater in all provinces as compared with the same month of last year. Used passenger car sales financed numbered 20,620, 28% more than in October 1950. The number of used commercial vehicles financed increased 56% from 3,712 to 5,775 and the amount of financing was 68% above the corresponding period of last year.

NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

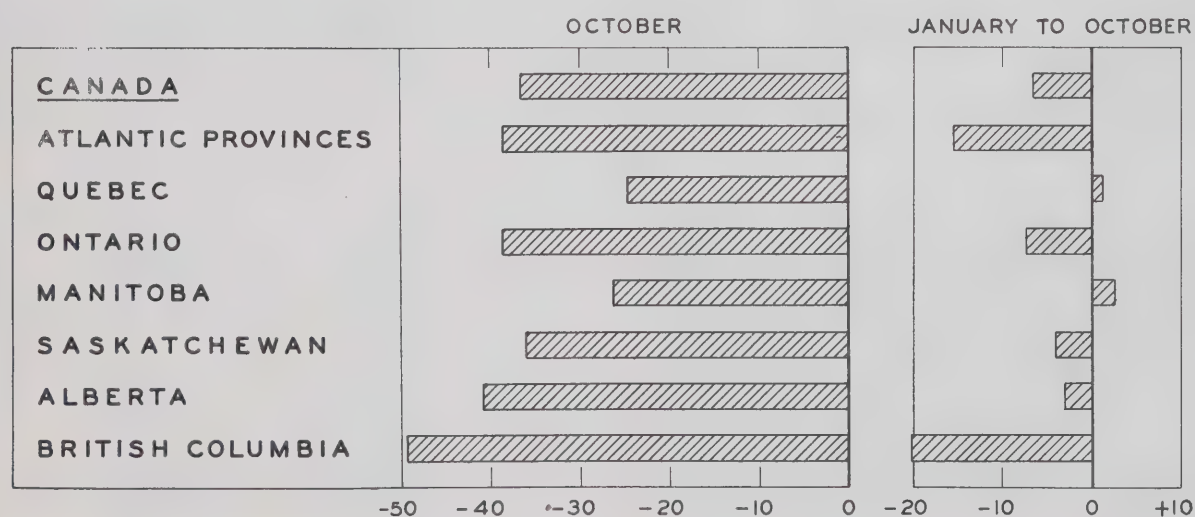


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

OCTOBER 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950	(1) 1950	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	71	-	(2)	171,247	-
Prince Edward Island .	(2)	48	-	(2)	122,207	-
Nova Scotia	(2)	377	-	(2)	927,517	-
New Brunswick	(2)	410	-	(2)	1,009,037	-
Atlantic Provinces ...	1,914	906	- 52.7	3,937,705	2,230,008	- 43.4
Quebec	4,468	3,035	- 32.1	9,243,627	7,994,022	- 13.5
Ontario	11,461	6,076	- 47.0	23,719,951	15,659,845	- 34.0
Manitoba	1,419	954	- 32.8	2,989,326	2,402,074	- 19.6
Saskatchewan	1,817	701	- 61.4	3,731,041	1,766,291	- 52.7
Alberta	2,384	836	- 64.9	5,029,432	2,129,234	- 57.7
British Columbia	2,799	1,032	- 63.1	5,515,043	2,572,415	- 53.4
CANADA	26,262	13,540	- 48.4	54,166,125	34,753,889	- 35.8
Commercial Vehicles (3)						
Newfoundland	(2)	69	-	(2)	144,863	-
Prince Edward Island .	(2)	45	-	(2)	91,355	-
Nova Scotia	(2)	313	-	(2)	640,542	-
New Brunswick	(2)	298	-	(2)	628,150	-
Atlantic Provinces ...	743	725	- 2.4	1,434,522	1,504,910	+ 4.9
Quebec	1,739	1,637	- 5.9	4,114,468	4,483,094	+ 9.0
Ontario	3,398	3,054	- 10.1	7,174,250	7,979,901	+ 11.2
Manitoba	629	556	- 11.6	1,459,384	1,262,451	- 13.5
Saskatchewan	998	1,096	+ 9.8	2,123,407	2,477,876	+ 16.7
Alberta	1,286	1,333	+ 3.7	2,467,364	3,050,117	+ 23.6
British Columbia	756	767	+ 1.5	1,539,763	2,128,196	+ 38.2
CANADA	9,549	9,168	- 4.0	20,313,158	22,886,545	+ 12.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	140	-	(2)	316,110	-
Prince Edward Island .	(2)	93	-	(2)	213,562	-
Nova Scotia	(2)	690	-	(2)	1,568,059	-
New Brunswick	(2)	708	-	(2)	1,637,187	-
Atlantic Provinces ...	2,657	1,631	- 38.6	5,372,227	3,734,918	- 30.5
Quebec	6,207	4,672	- 24.7	13,358,095	12,477,116	- 6.6
Ontario	14,859	9,130	- 38.6	30,894,201	23,639,746	- 23.5
Manitoba	2,048	1,510	- 26.3	4,448,710	3,664,525	- 17.6
Saskatchewan	2,815	1,797	- 36.2	5,854,448	4,244,167	- 27.5
Alberta	3,670	2,169	- 40.9	7,496,796	5,179,351	- 30.9
British Columbia	3,555	1,799	- 49.4	7,054,806	4,700,611	- 33.4
CANADA	35,811	22,708	- 36.6	74,479,283	57,640,434	- 22.6

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 2--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

OCTOBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	682	409	- 40.1	915,856	496,812	- 45.8
Quebec	1,509	1,275	- 15.5	2,352,920	1,842,480	- 21.7
Ontario	3,226	2,070	- 35.8	4,354,893	2,514,099	- 42.3
Manitoba	480	368	- 23.3	677,469	471,377	- 30.4
Saskatchewan	596	511	- 14.3	816,958	705,824	- 13.6
Alberta	782	648	- 17.1	1,096,252	889,208	- 18.9
British Columbia	963	482	- 49.9	1,398,278	601,835	- 57.0
CANADA	8,238	5,763	- 30.0	11,612,626	7,521,635	- 35.2
Commercial Vehicles						
Atlantic Provinces ...	248	356	+ 43.5	343,034	511,211	+ 49.0
Quebec	705	972	+ 37.9	1,342,383	2,005,452	+ 49.4
Ontario	1,103	1,199	+ 8.7	1,693,546	2,260,155	+ 33.5
Manitoba	295	235	- 20.3	419,892	384,421	- 8.4
Saskatchewan	396	449	+ 13.4	550,876	677,724	+ 23.0
Alberta	525	671	+ 27.8	934,968	1,396,187	+ 49.3
British Columbia	358	339	- 5.3	647,658	652,182	+ 0.7
CANADA	3,630	4,221	+ 16.3	5,932,357	7,887,332	+ 33.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	930	765	- 17.7	1,258,890	1,008,023	- 19.9
Quebec	2,214	2,247	+ 1.5	3,695,303	3,847,932	+ 4.1
Ontario	4,329	3,269	- 24.5	6,048,439	4,774,254	- 21.1
Manitoba	775	603	- 22.2	1,097,361	855,798	- 22.0
Saskatchewan	992	960	- 3.2	1,367,834	1,383,548	+ 1.1
Alberta	1,307	1,319	+ 0.9	2,031,220	2,285,395	+ 12.5
British Columbia	1,321	821	- 37.9	2,045,936	1,254,017	- 38.7
CANADA	11,868	9,984	- 15.9	17,544,983	15,408,967	- 12.2

(1) Revised.

TABLE 3--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

OCTOBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces ...	1,263	1,831	+ 45.0	703,932	960,254	+ 36.4
Quebec	2,062	3,129	+ 51.7	1,477,419	1,991,588	+ 34.8
Ontario	8,018	9,727	+ 21.3	4,907,064	4,946,188	+ 0.8
Manitoba	815	1,028	+ 26.1	550,638	585,067	+ 6.3
Saskatchewan	839	1,070	+ 27.5	540,416	705,321	+ 30.5
Alberta	1,353	1,790	+ 32.3	931,332	1,127,054	+ 21.0
British Columbia	1,795	2,045	+ 13.9	1,248,968	1,129,413	- 9.6
CANADA	16,145	20,620	+ 27.7	10,359,769	11,444,885	+ 10.5
Commercial Vehicles						
Atlantic Provinces ...	485	781	+ 61.0	288,746	508,788	+ 76.2
Quebec	636	1,019	+ 60.2	595,597	1,008,585	+ 69.3
Ontario	1,233	1,913	+ 55.2	870,609	1,513,920	+ 73.9
Manitoba	242	314	+ 29.8	157,956	217,959	+ 38.0
Saskatchewan	333	480	+ 44.1	212,558	357,513	+ 68.2
Alberta	434	745	+ 71.7	385,203	660,857	+ 71.6
British Columbia	349	523	+ 49.9	302,741	465,076	+ 53.6
CANADA	3,712	5,775	+ 55.6	2,813,410	4,732,698	+ 68.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,748	2,612	+ 49.4	992,678	1,469,042	+ 48.0
Quebec	2,698	4,148	+ 53.7	2,073,016	3,000,173	+ 44.7
Ontario	9,251	11,640	+ 25.8	5,777,673	6,460,108	+ 11.8
Manitoba	1,057	1,342	+ 27.0	708,594	803,026	+ 13.3
Saskatchewan	1,172	1,550	+ 32.3	752,974	1,062,834	+ 41.2
Alberta	1,787	2,535	+ 41.9	1,316,535	1,787,911	+ 35.8
British Columbia	2,144	2,568	+ 19.8	1,551,709	1,594,489	+ 2.8
CANADA	19,857	26,395	+ 32.9	13,173,179	16,177,583	+ 22.8

(1) Revised.



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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCINGNOVEMBER 1951New Motor Vehicle Sales

The decline in sales of new motor vehicles continued in November. There were 21,929 new vehicles sold in November, down 33% in number from the 32,752 units sold in the same month last year. The retail value of these vehicles was \$55,526,073, 22% below the 1950 figure of \$71,365,769. In the eleven-month period ending with November, 364,957 new vehicles were sold compared with 400,367 during the same period last year.

The sale of new passenger cars was responsible for the decline in November. The number of new cars sold decreased 45% from the same month last year and the retail value was 35% lower than in November 1950. Declines in passenger car sales occurred in all provinces but was most acute in British Columbia, where sales were 54% lower than last year. There was a decrease in retail value in all provinces from 1950 with the exception of Saskatchewan which showed an increase of 3%. New commercial vehicles increased 3% in number sold and the retail value of November sales was 19% above November last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising & Services Section

UNIVERSITY

DEPT. OF POLITICAL ECONOMY

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in November are shown separately in the following table.

Province	Sales of Buses, November 1950 and 1951			
	Number of Units		Retail Value	
	1950	1951	1950	1951
			\$	\$
Atlantic Provinces.....	5	1	84,441	15,917
Quebec.....	12	27	217,840	559,054
Ontario	8	3	101,697	56,083
Manitoba	24	5	539,052	84,150
Saskatchewan	-	10	-	253,286
Alberta	10	-	207,290	-
British Columbia	2	1	27,206	6,800
CANADA	61	47	1,177,526	975,290

Financing of Motor Vehicle Sales

New Vehicles - The number of new motor vehicles sales financed, while lower in November this year than last, did not decline as sharply as sales. The 10,041 new vehicles financed represented a 10% decrease from November 1950 but the amount of financing increased 5% over last year.

Most provinces recorded less financing of passenger cars, both in number and amount of financing, paralleling the sharper reduction in sales of new passenger cars. Financing of commercial vehicles, however, showed substantial gains over November 1950 in all provinces, except Manitoba, where the number financed was 5% lower.

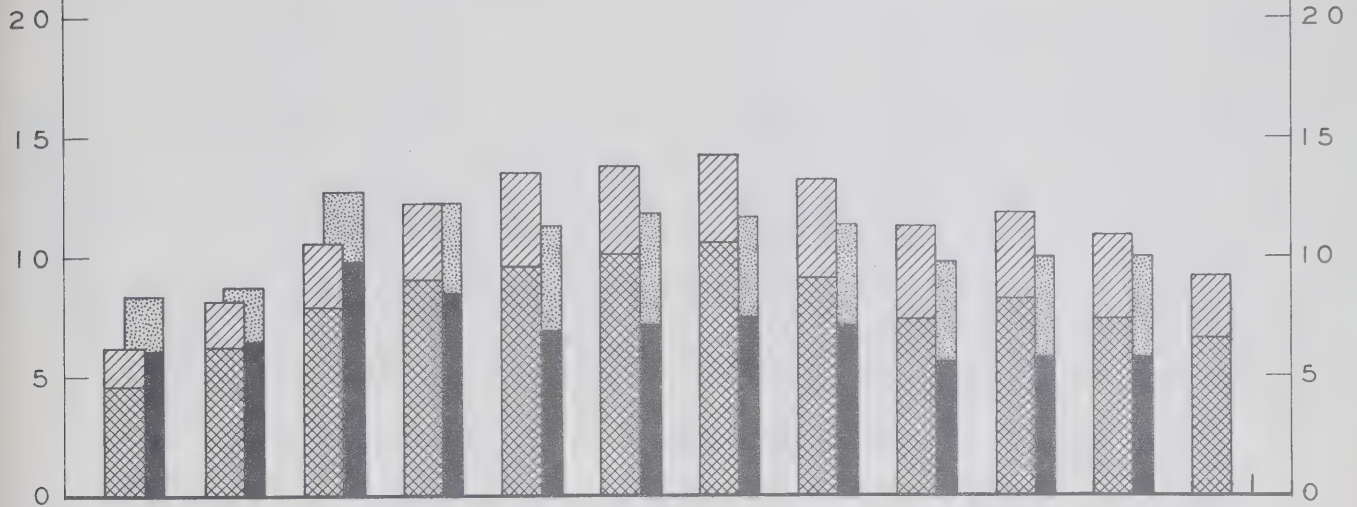
Used Vehicles- The financing of used vehicles remained high during November. Both the number of units and the amount of financing was greater in all provinces as compared with the same month of last year. Used passenger cars financed numbered 18,465, 24% more than in November 1950. The number of used commercial vehicles financed increased 69% from 3,589 to 6,078 and the amount of financing was 85% above the corresponding period of last year.

FINANCING OF MOTOR VEHICLE SALES IN CANADA, 1950 (REVISED) - 1951

THOUSANDS
OF VEHICLES
2.5

THOUSANDS
OF VEHICLES
2.5

NEW VEHICLES



USED VEHICLES

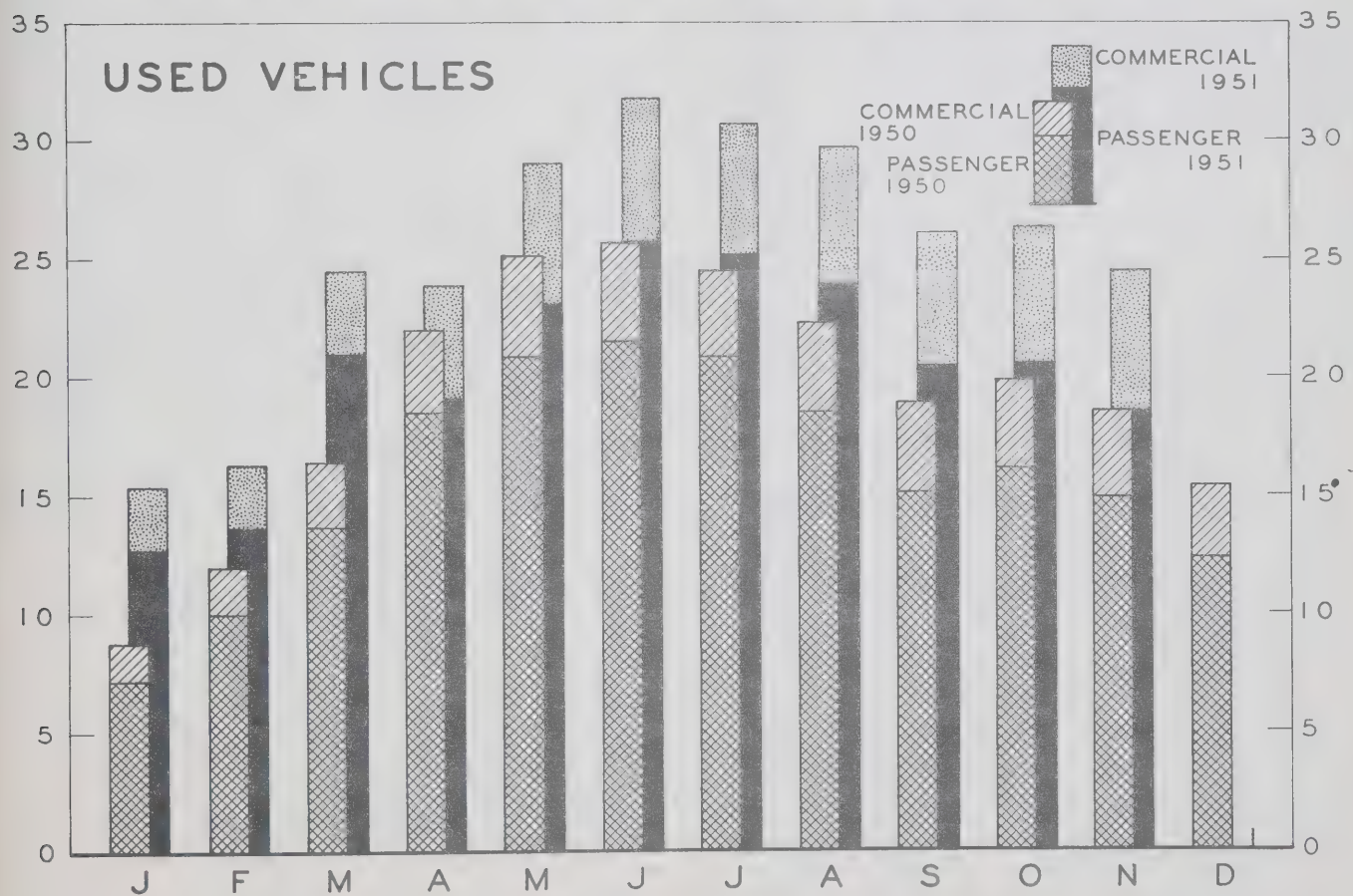


TABLE 1--NEW MOTOR VEHICLE SALES, BY PROVINCES

NOVEMBER 1950 AND 1951

Province	Number			Retail Value		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Newfoundland.....	(2)	90	-	(2)	218,859	-
Prince Edward Island.....	(2)	65	-	(2)	163,851	-
Nova Scotia	(2)	359	-	(2)	880,766	-
New Brunswick	(2)	319	-	(2)	802,892	-
Atlantic Provinces	1,395	833	- 40.3	3,050,768	2,066,368	- 32.3
Quebec	4,246	2,471	- 41.8	9,611,482	6,517,760	- 32.2
Ontario	11,941	6,161	- 48.4	26,009,740	15,656,049	- 39.8
Manitoba	1,333	895	- 32.9	2,900,531	2,275,818	- 21.5
Saskatchewan	1,342	1,174	- 22.5	2,920,372	3,004,223	+ 2.9
Alberta	1,964	1,040	- 47.0	4,370,181	2,715,904	- 37.9
British Columbia.....	2,611	1,194	- 54.3	5,406,882	2,922,581	- 45.9
CANADA.....	24,832	13,768	- 44.6	54,269,956	35,158,703	- 35.2
Commercial Vehicles (3)						
Newfoundland.....	(2)	100	-	(2)	207,873	-
Prince Edward Island.....	(2)	75	-	(2)	145,460	-
Nova Scotia	(2)	260	-	(2)	546,924	-
New Brunswick	(2)	261	-	(2)	542,636	-
Atlantic Provinces.....	514	696	+ 35.4	1,055,608	1,442,893	+ 36.7
Quebec	1,173	1,443	+ 23.0	2,920,022	4,263,266	+ 46.0
Ontario.....	3,080	2,748	- 10.8	6,225,162	6,947,770	+ 11.6
Manitoba	584	517	- 11.5	1,581,864	1,190,670	- 24.7
Saskatchewan	769	879	+ 14.3	1,444,222	2,094,708	+ 45.0
Alberta	1,101	1,120	+ 1.7	2,349,555	2,571,687	+ 9.5
British Columbia.....	699	758	+ 8.4	1,519,380	1,856,376	+ 22.2
CANADA.....	7,920	8,161	+ 3.0	17,095,813	20,367,370	+ 19.1
Total- Passenger Cars and Commercial Vehicles						
Newfoundland.....	(2)	190	-	(2)	426,732	-
Prince Edward Island	(2)	140	-	(2)	309,311	-
Nova Scotia	(2)	619	-	(2)	1,427,690	-
New Brunswick	(2)	580	-	(2)	1,345,528	-
Altantic Provinces.....	1,909	1,529	- 19.9	4,106,376	3,509,261	- 14.5
Quebec.....	5,419	3,914	- 27.8	12,531,504	10,781,026	- 14.0
Ontario	15,021	8,909	- 40.7	32,234,902	22,603,819	- 29.9
Manitoba	1,917	1,412	- 26.3	4,482,395	3,466,488	- 22.7
Saskatchewan	2,111	2,053	- 2.7	4,364,594	5,098,931	+ 16.8
Alberta	3,065	2,160	- 29.5	6,719,736	5,287,591	- 21.3
British Columbia	3,310	1,952	- 41.0	6,926,262	4,778,957	- 31.0
CANADA	32,752	21,929	- 33.0	71,365,769	55,526,073	- 22.2

(1) Revised (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 2- FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

NOVEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change 1951/1950 %
Passenger Cars						
Atlantic Provinces..	586	379	- 35.3	779,322	485,589	- 37.7
Quebec	1,405	1,248	- 11.2	2,141,990	2,254,637	+ 5.3
Ontario	2,851	1,908	- 33.1	3,723,660	2,279,817	- 38.8
Manitoba	431	450	+ 4.4	578,716	558,116	- 3.6
Saskatchewan	626	663	+ 5.9	839,856	924,752	+ 10.1
Alberta	847	732	- 13.6	1,220,956	1,047,898	- 14.2
British Columbia ...	730	395	- 45.9	1,036,948	510,086	- 50.8
CANADA.....	7,476	5,775	- 22.8	10,321,448	8,060,895	- 21.9
Commercial Vehicles						
Atlantic Provinces..	289	331	+ 14.5	415,500	561,594	+ 35.2
Quebec.....	685	1,028	+ 50.1	1,249,461	2,292,948	+ 83.5
Ontario	1,038	1,239	+ 19.4	1,556,420	2,535,188	+ 62.9
Manitoba	249	236	- 5.2	327,488	386,927	+ 18.1
Saskatchewan	326	423	+ 29.8	446,917	686,554	+ 53.6
Alberta	552	646	+ 17.0	998,379	1,304,548	+ 30.6
British Columbia....	289	363	+ 25.6	490,526	724,104	+ 47.6
CANADA.....	3,428	4,266	+ 24.4	5,484,691	8,491,863	+ 54.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces..	875	710	- 18.9	1,194,822	1,047,183	- 12.4
Quebec.....	2,090	2,276	+ 8.9	3,391,451	4,547,585	+ 34.1
Ontario	3,889	3,147	- 19.1	5,280,080	4,815,005	- 8.8
Manitoba	680	686	+ 0.9	906,204	945,043	+ 4.3
Saskatchewan.....	952	1,086	+ 14.1	1,286,773	1,611,306	+ 25.2
Alberta	1,399	1,378	- 1.5	2,219,335	2,352,446	+ 6.0
British Columbia....	1,019	758	- 25.6	1,527,474	1,234,190	- 19.2
CANADA.....	10,904	10,041	- 9.7	15,806,139	16,552,758	+ 4.7

(1) Revised.

6. TABLE 3 - FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

NOVEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	(1) 1950	1951	% Change, 1951/1950 %	(1) 1950 \$	1951 \$	% Change, 1951/1950 %
Passenger Cars						
Atlantic Provinces.....	1,362	1,583	+ 16.2	781,061	824,279	+ 5.5
Quebec	1,887	2,618	+ 38.7	1,314,389	1,684,418	+ 28.2
Ontario	7,084	8,501	+ 20.0	4,176,233	4,264,735	+ 2.1
Manitoba	735	1,000	+ 36.0	443,233	589,554	+ 33.0
Saskatchewan.....	877	1,085	+ 23.7	567,507	734,893	+ 29.5
Alberta	1,370	1,784	+ 30.2	954,602	1,151,583	+ 20.6
British Columbia.....	1,628	1,894	+ 16.3	1,092,911	1,104,635	+ 1.1
CANADA.....	14,943	18,465	+ 23.5	9,329,936	10,354,097	+ 10.9
Commercial Vehicles						
Atlantic Provinces.....	444	726	+ 63.5	265,380	474,121	+ 78.7
Quebec	577	1,110	+ 92.4	529,701	1,070,832	+102.1
Ontario	1,124	1,989	+ 77.0	765,240	1,466,538	+ 91.6
Manitoba	270	328	+ 21.5	187,444	260,520	+ 39.0
Saskatchewan	316	579	+ 83.2	192,815	482,937	+150.5
Alberta	554	828	+ 49.5	455,033	718,730	+ 58.0
British Columbia	304	518	+ 70.4	265,885	459,946	+ 73.0
CANADA.....	3,589	6,078	+ 69.4	2,661,498	4,933,624	+ 85.4
Total- Passenger Cars and Commercial Vehicles						
Atlantic Provinces.....	1,806	2,309	+ 27.9	1,046,441	1,298,400	+ 24.1
Quebec.....	2,464	3,728	+ 51.3	1,844,090	2,755,250	+ 49.4
Ontario.....	8,208	10,490	+ 27.8	4,941,473	5,731,273	+ 16.0
Manitoba.....	1,005	1,328	+ 32.1	630,677	850,074	+ 34.8
Saskatchewan	1,193	1,664	+ 39.5	760,322	1,217,830	+ 60.1
Alberta	1,924	2,612	+ 35.8	1,409,635	1,870,313	+ 32.7
British Columbia	1,932	2,412	+ 24.8	1,358,796	1,564,581	+ 15.1
CANADA.....	18,532	24,543	+ 32.4	11,991,434	15,287,721	+ 27.5

(1) Revised.

63-007



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NEW MOTOR VEHICLES SALES

AND

MOTOR VEHICLE FINANCINGDECEMBER 1951

Sales of new motor vehicles totalled 19,799 units with a retail value of \$50,788,377 in December, 1951, 33% lower in number and 20% lower in value than the 29,328 vehicles which sold for \$63,782,256 in December last year. The drop in sales of passenger cars was solely responsible for this decline; only 12,931 passenger cars valued at \$32,916,820 were sold during this period as against sales of 22,647 valued at \$49,030,353 during the same period a year ago. Sales of commercial vehicles showed slight gains over December 1950 in both number and value, 3% and 21% respectively.

A review of the preliminary results for the year 1951 indicates that the number of new vehicles sold, although in excess of 1950 for the months of January to April, declined for the balance of the year. The cumulative total for the year 1951 was 384,756 units with a retail value of \$946,062,124 as against a total of 429,695 new vehicles sold with a value of \$885,669,039 in 1950. All provinces registered declines over last year. The greatest drop, 23%, occurred in British Columbia.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

DEPT. OF POLITICAL ECONOMY
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The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in December are shown separately in the following table.

Sales of Buses, December 1950 and 1951

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
Atlantic Provinces .	6	-	113,893	-
Quebec	21	19	357,407	402,435
Ontario	22	22	338,287	393,064
Manitoba	2	2	40,877	35,862
Saskatchewan	-	-	-	-
Alberta	4	-	95,141	-
British Columbia ...	3	-	55,693	-
CANADA	58	43	1,001,298	831,361

Financing of Motor Vehicle Sales

New Vehicles - The number of new vehicle sales financed in December declined 13% from December 1950 while the amount of financing was 4% below that of the same period last year. During 1951, there were 126,034 new vehicles financed for a value of \$190,928,186 as compared with 135,304 units with a financed value of \$191,434,712 during 1950. As in the case of new vehicle sales, passenger cars accounted for this decline. Financing of commercial vehicles showed increases of 16% and 34% respectively in number of units financed and amount of financing during 1951.

Used Vehicles - Both the number of used vehicles financed and the amount of financing were greater in December 1951 than in the same month of 1950, in both the passenger car and commercial classes. The most outstanding gains occurred in Saskatchewan which registered an increase of 60% in number of used vehicles financed and a 75% increase in amount of financing during December 1951 as compared to the same period last year. On the other hand the Atlantic Provinces showed slight declines from December 1950 both in number and amount of financing, 5% and 3% respectively.

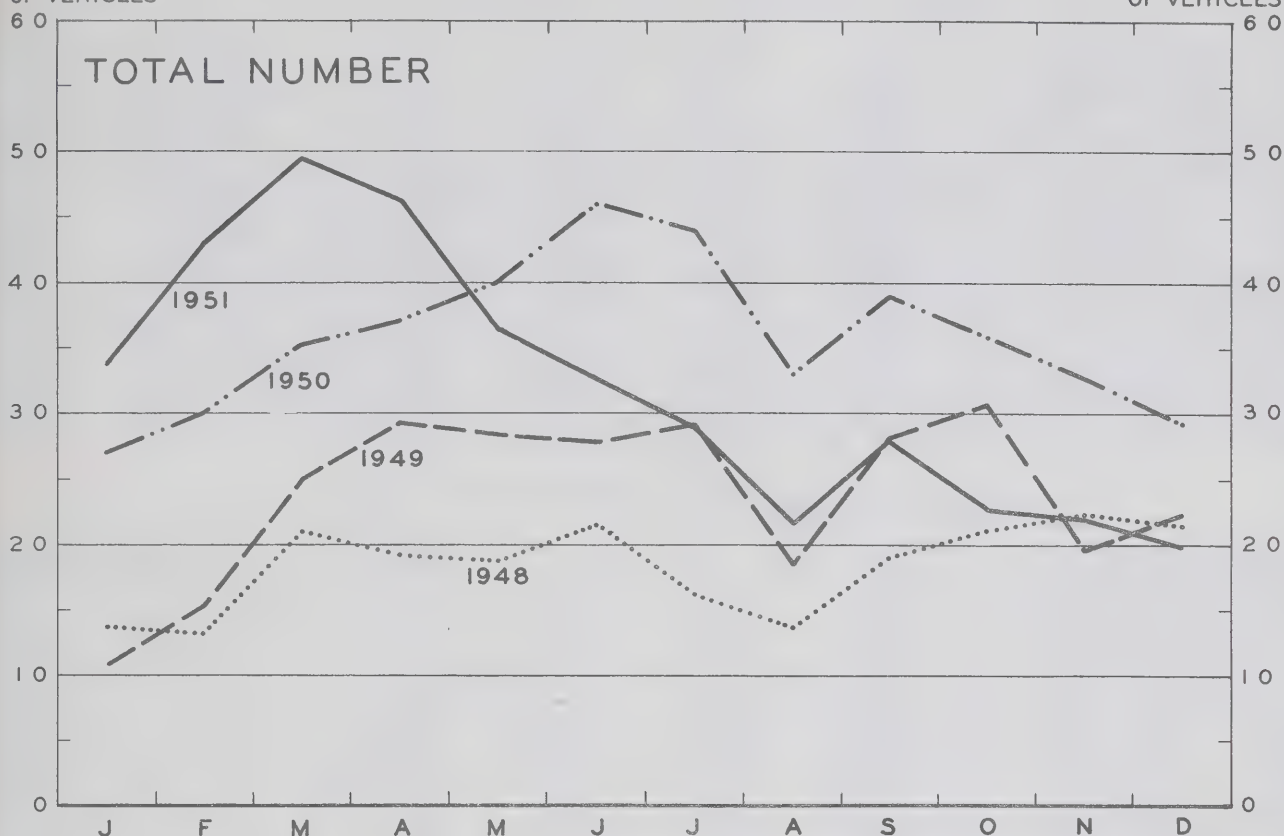
The year's total reveals a 30% increase over 1950 in the number of used vehicles financed and a gain of 23% in the amount of financing.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for December and for the January-December period of this year and last.

<u>Month and Item</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
<u>December</u>	<u>1950</u>	<u>1951</u>	<u>1950</u>	<u>1951</u>
No. Sold	22,647	12,931	6,681	6,868
No. Financed	6,637	4,763	2,578	3,217
% of Sales Financed	29.3	36.8	38.6	46.8
<u>Jan.-Dec.</u>				
No. Sold	324,903	275,001	104,792	109,755
No. Financed	97,051	81,516	38,253	44,518
% of Sales Financed	29.9	29.6	36.5	40.6

NEW MOTOR VEHICLE SALES 1948-49-50-51

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1951/1950

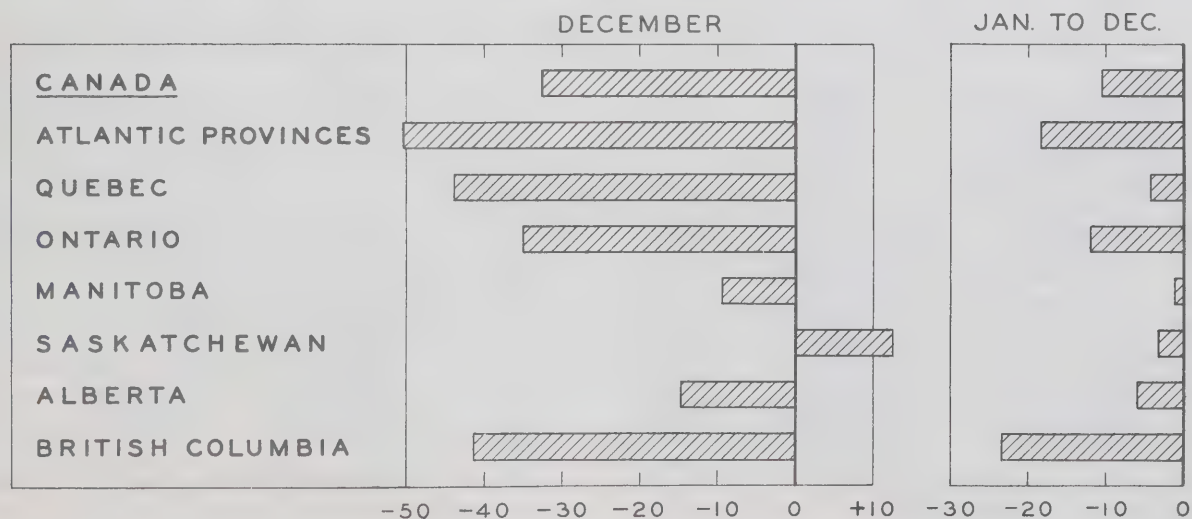


TABLE 1.--NEW MOTOR VEHICLE SALES, BY PROVINCES

DECEMBER 1950 AND 1951

Province	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	71	-	(2)	173,874	-
Prince Edward Island.	(2)	53	-	(2)	131,851	-
Nova Scotia	(2)	336	-	(2)	856,415	-
New Brunswick	(2)	287	-	(2)	715,503	-
Atlantic Provinces ..	1,868	747	- 60.0	3,808,054	1,877,643	- 50.7
Quebec	4,314	2,028	- 53.0	9,309,414	5,203,609	- 44.1
Ontario	9,606	5,295	- 44.9	21,285,628	13,585,703	- 36.2
Manitoba	1,061	899	- 15.3	2,294,799	2,279,065	- 0.7
Saskatchewan	1,373	1,353	- 1.5	3,015,348	3,423,518	+ 13.5
Alberta	1,921	1,361	- 29.2	4,234,507	3,506,580	- 17.2
British Columbia	2,504	1,248	- 50.2	5,082,603	3,040,702	- 40.2
CANADA	22,647	12,931	- 42.9	49,030,353	32,916,820	- 32.9
Commercial Vehicles (3)						
Newfoundland	(2)	77	-	(2)	170,000	-
Prince Edward Island.	(2)	32	-	(2)	60,856	-
Nova Scotia	(2)	191	-	(2)	402,030	-
New Brunswick	(2)	159	-	(2)	401,511	-
Atlantic Provinces ..	560	459	- 18.0	1,228,977	1,034,397	- 15.8
Quebec	1,307	1,128	- 13.7	3,166,115	3,402,209	+ 7.5
Ontario	2,480	2,544	+ 2.6	5,539,821	6,982,590	+ 26.0
Manitoba	399	422	+ 5.8	815,775	1,002,440	+ 22.9
Saskatchewan	563	823	+ 46.2	1,089,426	1,758,798	+ 61.4
Alberta	713	882	+ 23.7	1,482,031	2,181,974	+ 47.2
British Columbia	659	610	- 7.4	1,429,758	1,499,149	+ 4.9
CANADA	6,681	6,868	+ 2.8	14,751,903	17,861,557	+ 21.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	148	-	(2)	343,874	-
Prince Edward Island.	(2)	85	-	(2)	192,707	-
Nova Scotia	(2)	527	-	(2)	1,258,445	-
New Brunswick	(2)	446	-	(2)	1,117,014	-
Atlantic Provinces ..	2,428	1,206	- 50.3	5,037,031	2,912,040	- 42.2
Quebec	5,621	3,156	- 43.9	12,475,529	8,605,818	- 31.0
Ontario	12,086	7,839	- 35.1	26,825,449	20,568,293	- 23.3
Manitoba	1,460	1,321	- 9.5	3,110,574	3,281,505	+ 5.5
Saskatchewan	1,936	2,176	+ 12.4	4,104,774	5,182,316	+ 26.3
Alberta	2,634	2,243	- 14.8	5,716,538	5,688,554	- 0.5
British Columbia	3,163	1,858	- 41.3	6,512,361	4,539,851	- 30.3
CANADA	29,328	19,799	- 32.5	63,782,256	50,778,377	- 20.4

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 2.--NEW MOTOR VEHICLE SALES, BY PROVINCES

5

JANUARY-TO-DECEMBER, 1950 AND 1951

Province	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Newfoundland	(2)	2,020	-	(2)	4,863,259	-
Prince Edward Island.	(2)	1,206	-	(2)	2,917,882	-
Nova Scotia	(2)	8,495	-	(2)	20,442,176	-
New Brunswick	(2)	7,386	-	(2)	17,868,044	-
Atlantic Provinces ..	25,767	19,107	- 25.8	50,500,906	46,091,361	- 8.7
Quebec	57,643	52,613	- 8.7	119,475,636	135,048,805	+ 13.0
Ontario	142,972	120,986	- 15.4	295,112,409	300,202,033	+ 1.7
Manitoba	16,921	16,675	- 1.5	34,378,687	41,042,386	+ 19.4
Saskatchewan	19,184	18,013	- 6.1	39,313,075	44,500,956	+ 13.2
Alberta	25,908	22,455	- 13.3	53,128,366	55,888,783	+ 5.2
British Columbia	36,508	25,152	- 31.1	69,764,865	58,841,356	- 15.7
CANADA	324,903	275,001	- 15.4	661,673,944	681,615,680	+ 3.0
Commercial Vehicles (3)						
Newfoundland	(2)	1,069	-	(2)	2,263,988	-
Prince Edward Island.	(2)	751	-	(2)	1,486,199	-
Nova Scotia	(2)	3,532	-	(2)	7,394,601	-
New Brunswick	(2)	3,493	-	(2)	7,872,389	-
Atlantic Provinces ..	8,508	8,845	+ 4.0	16,491,413	19,017,177	+ 15.3
Quebec	18,335	20,155	+ 9.9	43,506,572	53,459,546	+ 22.9
Ontario	37,272	37,701	+ 1.2	79,820,318	93,397,190	+ 17.0
Manitoba	6,681	6,808	+ 1.9	13,954,961	15,199,087	+ 8.9
Saskatchewan	12,222	12,406	+ 1.5	23,528,865	26,435,374	+ 12.4
Alberta	13,375	14,495	+ 8.4	27,028,671	32,712,065	+ 21.0
British Columbia	8,399	9,345	+ 11.3	19,664,295	24,226,005	+ 23.2
CANADA	104,792	109,755	+ 4.7	223,995,095	264,446,444	+ 18.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	(2)	3,089	-	(2)	7,127,247	-
Prince Edward Island.	(2)	1,957	-	(2)	4,404,081	-
Nova Scotia	(2)	12,027	-	(2)	27,836,777	-
New Brunswick	(2)	10,879	-	(2)	25,740,433	-
Atlantic Provinces ..	34,275	27,952	- 18.4	66,992,319	65,108,538	- 2.8
Quebec	75,978	72,768	- 4.2	162,982,208	188,508,351	+ 15.7
Ontario	180,244	158,687	- 12.0	374,932,727	393,599,223	+ 5.0
Manitoba	23,602	23,483	- 0.5	48,333,648	56,241,473	+ 16.4
Saskatchewan	31,406	30,419	- 3.1	62,841,940	70,936,330	+ 12.9
Alberta	39,283	36,950	- 5.9	80,157,037	88,600,848	+ 10.5
British Columbia	44,907	34,497	- 23.2	89,429,160	83,067,361	- 7.1
CANADA	429,695	384,756	- 10.5	885,669,039	946,062,124	+ 6.8

(1) Revised. (2) Separate figures not available. (3) Includes trucks and buses.

TABLE 3.--NEW MOTOR VEHICLE SALES, BY MONTHS

CANADA, 1950 AND 1951

Month	Number			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Jan.-March ...	72,462	97,210	+ 34.2	143,753,354	226,687,911	+ 57.7
April-June ...	93,925	83,794	- 10.8	185,963,471	215,080,983	+ 55.3
July	33,003	20,693	- 37.3	66,994,881	53,006,608	- 20.9
August	23,556	14,458	- 38.6	47,446,413	36,608,227	- 22.8
September	28,216	18,607	- 34.1	60,049,391	47,402,539	- 21.1
October	26,262	13,540	- 48.4	54,166,125	34,753,889	- 35.8
November	24,832	13,768	- 44.6	54,269,956	35,158,703	- 35.2
December	22,647	12,931	- 42.9	49,030,353	32,916,820	- 33.9
Jan.-Dec.	324,903	275,001	- 15.4	661,673,944	681,615,680	+ 3.0
Commercial Vehicles (2)						
Jan.-March ...	19,860	29,033	+ 46.2	41,869,384	65,908,781	+ 57.4
April-June ...	29,699	31,488	+ 6.0	64,069,844	75,307,983	+ 17.5
July	10,911	8,480	- 22.3	22,347,986	20,279,600	- 9.3
August	9,344	7,142	- 23.6	20,534,846	18,349,618	- 10.6
September	10,828	9,415	- 13.0	23,012,161	23,484,990	+ 2.1
October	9,549	9,168	- 4.0	20,313,158	22,886,545	+ 12.7
November	7,920	8,161	+ 3.0	17,095,813	20,367,370	+ 19.1
December	6,681	6,868	+ 2.8	14,751,903	17,861,557	+ 21.1
Jan.-Dec.	104,792	109,755	+ 4.7	223,995,095	264,446,444	+ 18.1
Total - Passenger Cars and Commercial Vehicles						
Jan.-March ...	92,322	126,243	+ 36.7	185,622,738	292,596,692	+ 57.6
April-June ...	123,624	115,282	- 6.7	250,033,315	290,388,966	+ 16.1
July	43,914	29,173	- 33.6	89,342,867	73,286,208	- 18.0
August	32,900	21,600	- 34.3	67,981,259	54,957,845	- 19.2
September	39,044	28,022	- 28.2	83,061,552	70,887,529	- 14.7
October	35,811	22,708	- 36.6	74,479,283	57,640,434	- 22.6
November	32,752	21,929	- 33.0	71,365,769	55,526,073	- 22.2
December	29,328	19,799	- 32.5	63,782,256	50,778,377	- 20.4
Jan.-Dec.	429,695	384,756	- 10.5	885,669,039	946,062,124	+ 6.8

(1) Revised. (2) Includes trucks and buses.

TABLE 4.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY MONTHS

CANADA(1), 1950 AND 1951

Month	Number of Vehicles			Retail Value		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Jan.-March ...	18,731	22,407	+ 19.6	24,824,439	32,272,704	+ 30.0
April-June ...	28,759	22,557	- 21.6	37,951,642	29,656,489	- 21.9
July	10,628	7,526	- 29.2	14,409,239	9,669,565	- 32.9
August	9,157	7,044	- 23.1	12,478,254	9,044,220	- 27.5
September	7,425	5,681	- 23.5	10,238,468	7,364,492	- 28.1
October	8,238	5,763	- 30.0	11,612,626	7,521,635	- 35.2
November	7,476	5,775	- 22.8	10,321,448	8,060,895	- 21.9
December	6,637	4,763	- 28.2	9,166,706	6,285,723	- 31.4
Jan.-Dec.	97,051	81,516	- 16.0	131,002,822	109,875,723	- 16.1
Commercial Vehicles						
Jan.-March ...	6,121	7,416	+ 21.2	9,369,080	12,347,076	+ 31.8
April-June ...	10,826	12,866	+ 18.8	16,851,735	22,406,096	+ 33.0
July	3,627	4,138	+ 14.1	5,635,364	7,568,018	+ 34.3
August	4,127	4,275	+ 3.6	6,321,933	7,858,908	+ 24.3
September	3,916	4,119	+ 5.2	6,411,655	7,743,234	+ 20.8
October	3,630	4,221	+ 16.3	5,932,357	7,887,332	+ 33.0
November	3,428	4,266	+ 24.4	5,484,691	8,491,863	+ 54.8
December	2,578	3,217	+ 24.8	4,425,075	6,749,936	+ 52.5
Jan.-Dec.	38,253	44,518	+ 16.4	60,431,890	81,052,463	+ 34.1
Total - Passenger Cars and Commercial Vehicles						
Jan.-March ...	24,852	29,823	+ 20.0	34,193,519	44,619,780	+ 30.5
April-June ...	39,585	35,423	- 10.5	54,803,377	52,062,585	- 5.0
July	14,255	11,664	- 18.2	20,044,603	17,237,583	- 14.0
August	13,284	11,319	- 14.8	18,800,187	16,903,128	- 10.1
September	11,341	9,800	- 13.6	16,650,123	15,107,726	- 9.3
October	11,868	9,984	- 15.9	17,544,983	15,408,967	- 12.2
November	10,904	10,041	- 7.9	15,806,139	16,552,758	+ 4.7
December	9,215	7,980	- 13.4	13,591,781	13,035,659	- 4.1
Jan.-Dec.	135,304	126,034	- 6.9	191,434,712	190,928,186	- 0.3

(1) Revised.

TABLE 5.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

DECEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	546	263	- 51.8	693,719	330,184	- 52.4
Quebec	1,440	818	- 43.2	2,187,260	1,171,064	- 46.5
Ontario	2,340	1,561	- 33.3	3,103,137	1,962,864	- 36.7
Manitoba	383	374	- 2.3	509,986	473,536	- 7.1
Saskatchewan	461	592	+ 28.4	613,488	786,822	+ 28.3
Alberta	840	788	- 6.2	1,173,254	1,107,768	- 5.6
British Columbia	627	367	- 41.5	885,862	453,485	- 48.8
CANADA	6,637	4,763	- 28.2	9,166,706	6,285,723	- 31.4
Commercial Vehicles						
Atlantic Provinces ...	205	233	+ 13.7	313,189	430,149	+ 37.3
Quebec	560	766	+ 36.8	1,120,328	1,856,969	+ 65.8
Ontario	695	972	+ 39.9	1,164,625	2,018,038	+ 73.3
Manitoba	185	172	- 7.0	268,380	281,483	+ 4.9
Saskatchewan	260	265	+ 1.9	374,730	439,555	+ 17.3
Alberta	434	515	+ 18.7	760,456	1,094,651	+ 43.9
British Columbia	239	294	+ 23.0	423,367	629,091	+ 48.6
CANADA	2,578	3,217	+ 24.8	4,425,075	6,749,936	+ 52.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	751	496	- 34.0	1,006,908	760,333	- 24.5
Quebec	2,000	1,584	- 20.8	3,307,588	3,028,033	- 8.5
Ontario	3,035	2,533	- 16.5	4,267,762	3,980,902	- 6.7
Manitoba	568	546	- 3.9	778,366	755,019	- 3.0
Saskatchewan	721	857	+ 18.9	988,218	1,226,377	+ 24.1
Alberta	1,274	1,303	+ 2.3	1,933,710	2,202,419	+ 13.9
British Columbia	866	661	- 23.7	1,309,229	1,082,576	- 17.3
CANADA	9,215	7,980	- 13.4	13,591,781	13,035,659	- 4.1

(1) Revised.

TABLE 6.--FINANCING OF SALES OF NEW MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-DECEMBER, 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	8,896	5,841	- 34.3	11,344,986	7,373,585	- 35.0
Quebec	20,365	18,087	- 11.2	30,318,250	27,413,858	- 9.6
Ontario	38,047	31,255	- 17.9	49,517,436	39,616,918	- 20.0
Manitoba	4,889	4,754	- 2.8	6,429,651	6,131,117	- 4.6
Saskatchewan	5,405	5,766	+ 6.7	7,135,830	7,832,587	+ 9.8
Alberta	8,630	8,684	+ 0.6	11,550,636	11,982,273	+ 3.7
British Columbia	10,819	7,129	- 34.1	14,706,033	9,525,385	- 35.2
CANADA	97,051	81,516	- 16.0	131,002,822	109,875,723	- 16.1
Commercial Vehicles						
Atlantic Provinces ...	3,264	3,687	+ 13.0	4,732,993	5,768,948	+ 21.9
Quebec	8,439	11,347	+ 34.4	14,815,744	22,802,014	+ 53.9
Ontario	11,992	13,512	+ 12.7	18,191,842	23,860,365	+ 31.2
Manitoba	2,430	2,437	+ 0.3	3,379,372	3,870,502	+ 14.5
Saskatchewan	3,671	3,825	+ 4.2	5,148,388	6,052,066	+ 17.6
Alberta	5,352	5,899	+ 10.2	8,879,448	11,053,912	+ 24.4
British Columbia	3,105	3,811	+ 22.7	5,284,103	7,644,656	+ 44.7
CANADA	38,253	44,518	+ 16.4	60,431,890	81,052,463	+ 34.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	12,160	9,528	- 21.6	16,077,979	13,142,533	- 18.3
Quebec	28,804	29,434	+ 2.2	45,133,994	50,215,872	+ 11.3
Ontario	50,039	44,767	- 10.5	67,709,278	63,477,283	- 6.3
Manitoba	7,319	7,191	- 1.7	9,809,023	10,001,619	+ 1.9
Saskatchewan	9,076	9,591	+ 5.7	12,284,218	13,884,653	+ 13.0
Alberta	13,982	14,583	+ 4.3	20,430,084	23,036,185	+ 12.8
British Columbia	13,924	10,940	- 21.4	19,990,136	17,170,041	- 14.1
CANADA	135,304	126,034	- 6.9	191,434,712	190,928,186	- 0.3

(1) Revised.

TABLE 7.--FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

DECEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces ...	1,280	1,090	- 14.8	745,237	592,086	- 20.6
Quebec	1,700	1,863	+ 9.6	1,279,444	1,292,469	+ 1.0
Ontario	5,267	6,181	+ 17.4	3,156,444	3,254,101	+ 3.1
Manitoba	567	788	+ 39.0	362,062	472,373	+ 30.5
Saskatchewan	654	1,088	+ 66.4	422,584	747,012	+ 76.8
Alberta	1,399	1,867	+ 33.5	990,340	1,213,284	+ 22.5
British Columbia	1,479	1,538	+ 4.0	1,072,616	914,991	- 14.7
CANADA	12,346	14,415	+ 16.8	8,028,727	8,486,316	+ 5.7
Commercial Vehicles						
Atlantic Provinces ...	409	509	+ 24.4	242,098	363,455	+ 50.1
Quebec	588	770	+ 31.0	539,480	838,529	+ 55.4
Ontario	866	1,346	+ 55.4	650,579	1,120,584	+ 72.2
Manitoba	191	246	+ 28.8	121,092	200,261	+ 65.4
Saskatchewan	259	375	+ 44.8	163,358	278,637	+ 70.6
Alberta	464	689	+ 48.5	354,388	602,508	+ 70.3
British Columbia	275	410	+ 49.1	237,236	372,185	+ 56.9
CANADA	3,052	4,345	+ 42.4	2,308,231	3,777,159	+ 63.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	1,689	1,599	- 5.3	987,335	955,541	- 3.2
Quebec	2,288	2,633	+ 15.1	1,818,924	2,130,998	+ 17.2
Ontario	6,133	7,527	+ 22.7	3,807,023	4,374,685	+ 14.9
Manitoba	758	1,034	+ 36.4	483,154	672,634	+ 39.2
Saskatchewan	913	1,463	+ 60.2	585,942	1,025,649	+ 75.0
Alberta	1,863	2,556	+ 37.2	1,344,728	1,816,792	+ 35.1
British Columbia	1,754	1,948	+ 11.1	1,309,852	1,287,176	- 1.7
CANADA	15,398	18,760	+ 21.8	10,336,958	12,263,475	+ 18.6

(1) Revised.

TABLE 8.—FINANCING OF SALES OF USED MOTOR VEHICLES, BY PROVINCES

JANUARY-TO-DECEMBER 1950 AND 1951

Province	Number of Vehicles			Amount of Financing		
	1950(1)	1951	% Change, 1951/1950	1950(1)	1951	% Change, 1951/1950
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces...	15,982	20,694	+ 29.5	9,120,432	11,222,640	+ 23.0
Quebec	26,176	34,236	+ 30.8	19,046,063	23,012,733	+ 20.8
Ontario	93,948	112,515	+ 19.8	56,460,190	60,579,446	+ 7.3
Manitoba	8,242	11,614	+ 40.9	5,256,528	6,805,403	+ 29.5
Saskatchewan	8,012	12,459	+ 55.5	5,019,401	7,698,589	+ 53.4
Alberta	16,343	22,867	+ 39.9	11,153,911	14,574,032	+ 30.7
British Columbia	20,932	24,207	+ 15.6	14,714,735	14,651,662	- 0.4
CANADA	189,635	238,592	+ 25.8	120,771,260	138,544,505	+ 14.7
Commercial Vehicles						
Atlantic Provinces ...	5,370	7,526	+ 40.1	3,326,077	4,933,912	+ 48.3
Quebec	7,435	10,769	+ 44.8	6,681,260	10,465,305	+ 56.6
Ontario	12,946	19,682	+ 52.0	9,028,079	14,714,306	+ 63.0
Manitoba	2,357	3,096	+ 31.4	1,617,484	2,241,670	+ 38.6
Saskatchewan	3,015	4,595	+ 52.4	1,975,735	3,317,277	+ 67.9
Alberta	5,092	7,579	+ 48.8	4,157,161	6,244,242	+ 50.2
British Columbia	3,527	5,325	+ 51.0	3,088,837	4,796,451	+ 55.3
CANADA	39,742	58,572	+ 47.4	29,874,633	46,713,163	+ 56.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces ...	21,352	28,220	+ 32.2	12,446,509	16,156,552	+ 29.8
Quebec	33,611	45,005	+ 33.9	25,727,323	33,478,038	+ 30.1
Ontario	106,894	132,197	+ 23.7	65,488,269	75,293,752	+ 15.0
Manitoba	10,599	14,710	+ 38.8	6,874,012	9,047,073	+ 31.6
Saskatchewan	11,027	17,054	+ 54.7	6,995,136	11,015,866	+ 57.5
Alberta	21,435	30,446	+ 42.0	15,311,072	20,818,274	+ 36.0
British Columbia	24,459	29,532	+ 20.7	17,803,572	19,448,113	+ 9.2
CANADA	229,377	297,164	+ 29.6	150,645,893	185,257,668	+ 23.0

(1) Revised.

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NEW MOTOR VEHICLES SALESANDMOTOR VEHICLE FINANCINGJANUARY 1952New Motor Vehicle Sales

Sales of new motor vehicles continued to decline in January 1952. There were 20,268 new vehicles sold during this month with a retail value of \$52,631,087, a decrease of 40% in number and 31% in value over January 1951 when 33,724 new vehicles were sold for \$76,647,603. All provinces registered declines over last year. British Columbia, with a decrease of 50% in number and 39% in value, recorded the greatest drop.

Both passenger car and commercial vehicle sales showed declines over January 1951. Sales of passenger cars in January 1952 decreased 47% in number and 40% in retail value over the same period last year. All provinces contributed to these declines. Sales of commercial vehicles were 15% lower in number and 1% lower in value than in January 1951.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in January are shown separately in the following table.

Province	<u>Sales of Buses, January 1951 and 1952</u>			
	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
			\$	\$
Atlantic Provinces	-	-	-	-
Quebec	19	22	354,044	472,746
Ontario	21	11	373,271	194,916
Manitoba	1	6	17,187	100,980
Saskatchewan	-	-	-	-
Alberta	1	-	12,342	-
British Columbia	2	-	37,882	-
CANADA	44	39	794,726	768,642

Financing of New Motor Vehicle Sales

New Vehicles - The number of new motor vehicle sales financed, while lower in January this year than last, did not decline as sharply as sales. The 7,835 new vehicles financed represented a 7% decrease from January 1951 but the amount of financing was 4% greater than during the same period a year ago.

All provinces, with the exception of Saskatchewan, recorded less financing of passenger cars, both in number and amount of financing during January 1952. Saskatchewan recorded an increase of 35% both in numbers of new passenger cars sold and amount of financing over January 1951. Financing of commercial vehicles showed substantial gains over January 1951 both in number financed and amount of financing, with all provinces contributing to the increases.

Used Vehicles - The financing of used vehicles continued high during January 1952. Both the number of units and the amount of financing were greater in all provinces as compared to January 1951. There were 15,626 used passenger cars financed during January 1952, 21% greater than in the same period a year ago. The number of commercial vehicles financed during this same period increased 41% and the amount of financing was 57% higher than in January last year.

TABLE 1—New Motor Vehicle Sales, by Provinces

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JANUARY 1951 AND 1952

Province	Number			Retail Value		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	161	84	- 47.8	315,803	209,374	- 33.7
Prince Edward Island...	118	64	- 45.8	264,360	163,908	- 38.0
Nova Scotia	909	419	- 53.9	2,036,082	1,128,701	- 44.6
New Brunswick	692	305	- 55.9	1,544,656	777,955	- 49.6
Quebec	4,780	2,716	- 43.2	11,258,460	7,214,207	- 35.9
Ontario	11,288	5,803	- 48.6	25,782,830	14,783,125	- 42.7
Manitoba	1,371	890	- 35.1	3,120,870	2,282,600	- 26.9
Saskatchewan	1,600	960	- 40.0	3,584,875	2,487,575	- 30.6
Alberta	2,317	1,299	- 43.9	5,336,693	3,403,768	- 36.2
British Columbia	2,849	1,205	- 57.7	5,848,716	2,854,059	- 51.2
Canada	26,085	13,745	- 47.3	59,093,345	35,305,272	- 40.3
Commercial Vehicles (2)						
Newfoundland	67	76	+ 13.4	164,474	158,401	- 3.7
Prince Edward Island...	61	34	- 44.3	118,947	69,912	- 41.2
Nova Scotia	263	200	- 24.0	504,530	437,912	- 13.2
New Brunswick	224	220	- 1.8	521,958	580,943	+ 11.3
Quebec	1,543	1,289	- 16.5	3,993,113	3,885,065	- 2.7
Ontario	2,856	1,895	- 33.6	6,683,047	5,240,460	- 21.6
Manitoba	362	513	+ 41.7	751,471	1,257,681	+ 67.4
Saskatchewan	647	741	+ 14.5	1,282,692	1,629,646	+ 27.0
Alberta	1,044	1,048	+ 0.4	2,187,038	2,530,092	+ 15.7
British Columbia	572	507	- 11.4	1,346,988	1,535,703	+ 14.0
Canada	7,639	6,523	- 14.6	17,554,258	17,325,815	- 1.3
Total — Passenger Cars and Commercial Vehicles						
Newfoundland	228	160	- 29.8	480,277	367,775	- 23.4
Prince Edward Island...	179	98	- 45.3	383,307	233,820	- 39.0
Nova Scotia	1,172	619	- 47.2	2,540,612	1,566,613	- 38.3
New Brunswick	916	525	- 42.7	2,066,614	1,358,898	- 34.2
Quebec	6,323	4,005	- 36.7	15,251,573	11,099,272	- 27.2
Ontario	14,144	7,698	- 45.6	32,465,877	20,023,585	- 38.3
Manitoba	1,733	1,403	- 19.0	3,872,341	3,540,281	- 8.6
Saskatchewan	2,247	1,701	- 24.3	4,867,567	4,117,221	- 15.4
Alberta	3,361	2,347	- 30.2	7,523,731	5,933,860	- 21.1
British Columbia	3,421	1,712	- 50.0	7,195,704	4,389,762	- 39.0
Canada	33,724	20,268	- 39.9	76,647,603	52,631,087	- 31.3

(1) Revised. (2) Includes trucks and buses.

TABLE 2- Financing of Sales of New Motor Vehicles, by Provinces
JANUARY 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	397	318	- 19.9	516,689	416,508	- 19.4
Quebec	1,192	885	- 25.8	1,850,625	1,323,092	- 28.5
Ontario	2,782	2,231	- 19.8	3,714,581	2,807,039	- 24.4
Manitoba	279	273	- 2.2	377,682	357,253	- 5.4
Saskatchewan	263	354	+ 34.6	351,717	474,785	+ 35.0
Alberta	650	613	- 5.7	931,808	841,134	- 9.7
British Columbia	642	467	- 27.3	890,748	526,133	- 40.9
Canada	6,205	5,141	- 17.1	8,633,850	6,745,944	- 21.9
Commercial Vehicles						
Atlantic Provinces	181	253	+ 39.8	266,504	459,769	+ 72.5
Quebec	509	625	+ 22.8	951,950	1,832,566	+ 92.5
Ontario	782	859	+ 9.8	1,264,549	1,852,224	+ 46.5
Manitoba	139	139	(x)	210,540	260,742	+ 23.8
Saskatchewan	131	183	+ 39.7	193,920	319,389	+ 64.7
Alberta	289	387	+ 33.9	492,333	851,274	+ 72.9
British Columbia	195	248	+ 27.2	374,282	504,900	+ 34.9
Canada	2,226	2,694	+ 21.0	3,754,078	6,080,864	+ 62.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	578	571	- 1.2	783,193	876,277	+ 11.9
Quebec	1,701	1,510	- 11.2	2,802,575	3,155,658	+ 12.6
Ontario	3,564	3,090	- 13.3	4,979,130	4,659,263	- 6.4
Manitoba	418	412	- 1.4	588,222	617,995	+ 5.1
Saskatchewan	394	537	+ 36.3	545,637	794,174	+ 45.5
Alberta	939	1,000	+ 6.5	1,424,141	1,692,408	+ 18.8
British Columbia	837	715	- 14.6	1,265,030	1,031,033	- 18.5
Canada	8,431	7,835	- 7.1	12,387,928	12,826,808	+ 3.5

(1) Revised.

(x) Unchanged.

TABLE 3- Financing of Sales of Used Motor Vehicles, by Provinces

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	940	1,019	+ 8.4	564,883	618,649	+ 9.5
Quebec	1,287	1,969	+ 53.0	1,002,859	1,470,932	+ 46.7
Ontario	6,958	8,152	+ 17.2	4,437,784	4,751,238	+ 7.1
Manitoba	546	651	+ 19.2	347,455	430,738	+ 24.0
Saskatchewan	463	729	+ 57.5	299,295	491,422	+ 64.2
Alberta	1,218	1,492	+ 22.5	865,065	1,021,459	+ 18.1
British Columbia	1,495	1,614	+ 8.0	1,093,116	988,118	- 9.6
Canada	12,907	15,626	+ 21.1	8,610,457	9,772,556	+ 13.5
Commercial Vehicles						
Atlantic Provinces	323	444	+ 37.5	211,479	322,579	+ 52.5
Quebec	480	701	+ 46.0	477,400	787,800	+ 65.0
Ontario	924	1,363	+ 47.5	701,313	1,168,193	+ 66.6
Manitoba	151	197	+ 30.5	140,429	176,179	+ 25.5
Saskatchewan	176	237	+ 34.7	116,980	179,410	+ 53.4
Alberta	408	506	+ 24.0	341,128	488,074	+ 43.1
British Columbia	265	397	+ 49.8	256,074	395,697	+ 54.5
Canada	2,727	3,845	+ 41.0	2,244,803	3,517,932	+ 56.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,263	1,463	+ 15.8	776,362	941,228	+ 21.2
Quebec	1,767	2,670	+ 51.1	1,480,259	2,258,732	+ 52.6
Ontario	7,882	9,515	+ 20.7	5,139,097	5,919,431	+ 15.2
Manitoba	697	848	+ 21.7	487,884	606,917	+ 24.4
Saskatchewan	639	966	+ 51.2	416,275	670,832	+ 61.2
Alberta	1,626	1,998	+ 22.9	1,206,193	1,509,533	+ 25.1
British Columbia	1,760	2,011	+ 14.3	1,349,190	1,383,815	+ 2.6
Canada	15,634	19,471	+ 24.5	10,855,260	13,290,488	+ 22.4

(1) Revised.



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Statistics Canada

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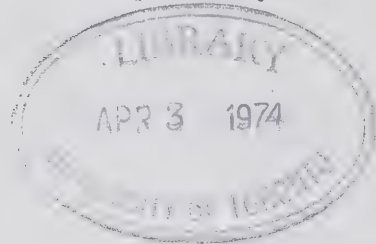
NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

FEBRUARY 1952

\$2.00 a year



New Motor Vehicle Sales

The decline in sales of new motor vehicles continued during February 1952. There were 25,210 new vehicles sold during this month for \$66,345,906, down 42% in number and 34% in dollar volume compared with the 43,576 units retailed for \$101,020,152 in February 1951. All provinces except Newfoundland registered declines from last year. Ontario, with a decrease of 49% in number and 42% in value, recorded the greatest drop.

Both passenger car and commercial vehicle sales showed declines from February 1951. Sales of passenger cars in February 1952 decreased 47% in number and 40% in retail value from the same period last year. All provinces except Newfoundland contributed to these declines. Sales of commercial vehicles were 27% lower in number and 13% lower in value than in February a year ago.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL SCIENCE

Sales of Buses, February, 1951 and 1952

Province	Number of Units		Retail Value	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
			\$	\$
Atlantic Provinces	-	-	-	-
Quebec	21	26	375,566	689,624
Ontario	22	3	306,795	33,136
Manitoba	3	8	52,400	139,001
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	14	-	305,613	-
Canada	60	37	1,040,374	861,761

Financing of Motor Vehicle Sales

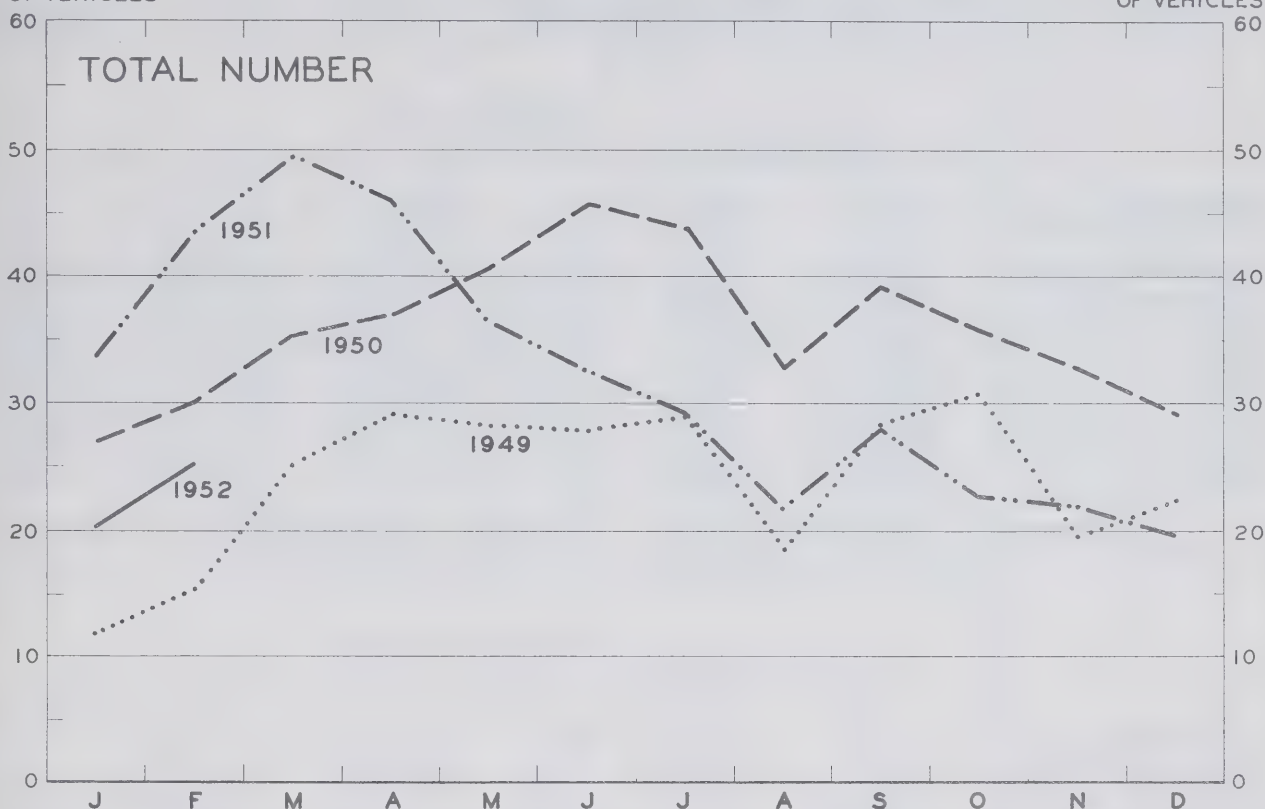
New Vehicles--New motor vehicle sales financed in February 1952 numbered 9,309 with a financed value of \$14,439,251, 5% in number and 9% in amount of financing above February last year.

New passenger car sales financed decreased 2% in number and 10% in amount of financing from February 1951. Commercial vehicle sales financed increased 27% in number and 52% in amount of financing with all provinces contributing to the increases.

Used Vehicles--The financing of used vehicles continued high during February 1952. Both the number of units and the amount of financing were greater in all provinces as compared with February 1951. There were 21,741 used passenger cars financed during February this year, 58% greater than in the same period last year. The number of commercial vehicles financed increased 53% and the amount of financing was 68% higher than in February a year ago.

NEW MOTOR VEHICLE SALES

1949-50-51-52

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

FEBRUARY

JAN. AND FEB.

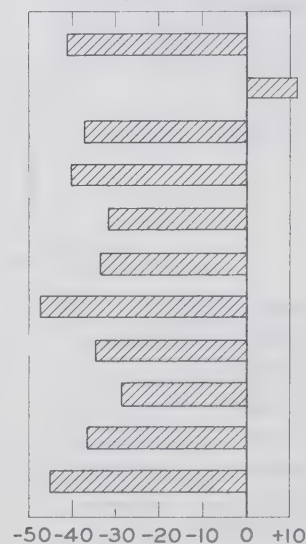
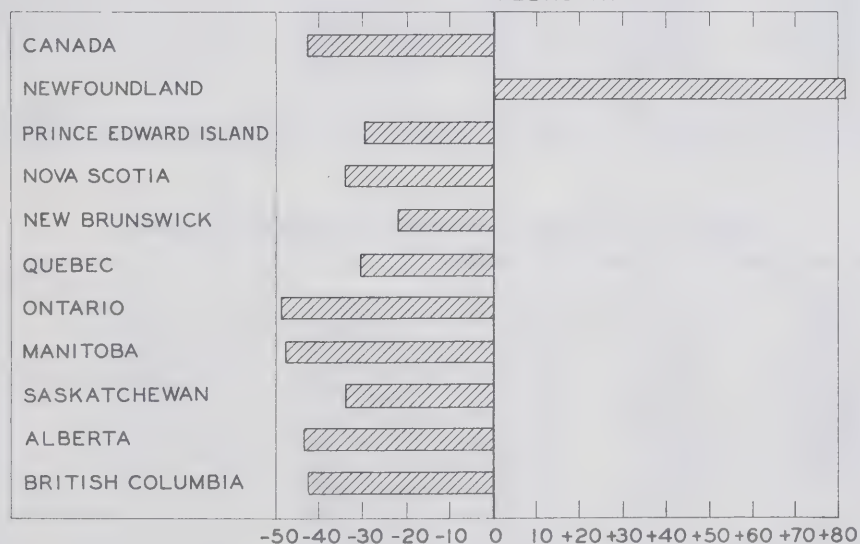


TABLE I New Motor Vehicle Sales, by Provinces

FEBRUARY 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	111	156	+ 40.5	251,484	397,618	+ 58.1
Prince Edward Island...	107	59	- 44.9	236,176	157,111	- 33.5
Nova Scotia	964	543	- 43.7	2,186,220	1,399,846	- 36.0
New Brunswick	741	485	- 34.5	1,694,623	1,227,267	- 27.6
Quebec	5,428	3,550	- 34.6	13,422,667	9,553,866	- 28.8
Ontario	16,419	8,036	- 51.1	38,492,602	21,144,228	- 45.1
Manitoba	1,648	827	- 49.8	3,880,823	2,224,701	- 42.7
Saskatchewan	1,590	907	- 43.0	3,691,266	2,355,683	- 36.2
Alberta	2,758	1,451	- 47.4	6,459,543	3,889,933	- 39.8
British Columbia	3,921	1,945	- 50.4	8,559,101	4,726,222	- 44.8
Canada	33,687	17,959	- 46.7	78,874,505	47,076,475	- 40.3
Commercial Vehicles						
Newfoundland	25	91	+264.0	48,020	192,742	+301.3
Prince Edward Island...	63	61	- 3.2	120,705	128,088	+ 6.1
Nova Scotia	329	313	- 4.9	626,767	666,401	+ 6.3
New Brunswick	245	288	+ 17.6	554,289	758,858	+ 36.9
Quebec	1,431	1,221	- 14.7	3,692,548	4,133,481	+ 11.9
Ontario	4,177	2,549	- 39.0	9,236,996	6,581,825	- 28.7
Manitoba	549	322	- 41.3	1,168,608	882,286	- 24.5
Saskatchewan	786	657	- 16.4	1,591,123	1,589,135	- 0.1
Alberta	1,368	894	- 34.6	2,846,189	2,224,307	- 21.8
British Columbia	916	855	- 6.7	2,260,402	2,112,308	- 6.6
Canada	9,889	7,251	- 26.7	22,145,647	19,269,431	- 13.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	136	247	+ 81.6	299,504	590,360	+ 97.1
Prince Edward Island...	170	120	- 29.4	356,881	285,199	- 20.1
Nova Scotia	1,293	856	- 33.8	2,812,987	2,066,247	- 26.5
New Brunswick	986	773	- 21.6	2,248,912	1,986,125	- 11.7
Quebec	6,859	4,771	- 30.4	17,115,215	13,687,347	- 20.0
Ontario	20,596	10,585	- 48.6	47,729,598	27,726,053	- 41.9
Manitoba	2,197	1,149	- 47.7	5,049,431	3,106,987	- 38.5
Saskatchewan	2,376	1,564	- 34.2	5,282,389	3,944,818	- 25.3
Alberta	4,126	2,345	- 43.2	9,305,732	6,114,240	- 34.3
British Columbia	4,837	2,800	- 42.1	10,819,503	6,838,530	- 36.8
Canada	43,576	25,210	- 42.1	101,020,152	66,345,906	- 34.3

(1) Revised

(2) Includes trucks and buses

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
FEBRUARY 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951(1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	413	386	- 6.5	563,378	501,854	- 10.9
Quebec	1,295	1,189	- 8.2	2,074,290	1,751,282	- 15.6
Ontario	2,829	2,852	+ 0.8	3,857,756	3,630,176	- 5.9
Manitoba	321	305	- 5.0	439,002	388,612	- 11.5
Saskatchewan	313	371	+ 18.5	444,989	499,118	+ 12.2
Alberta	675	676	+ 0.1	987,706	944,417	- 4.4
British Columbia	724	627	- 13.4	1,030,473	790,305	- 23.3
Canada	6,570	6,406	- 2.5	9,397,594	8,505,764	- 9.5
Commercial Vehicles						
Atlantic Provinces	150	224	+ 49.3	231,520	375,497	+ 62.2
Quebec	548	650	+ 18.6	1,050,380	1,513,572	+ 44.1
Ontario	849	1,051	+ 23.8	1,355,385	1,990,698	+ 46.9
Manitoba	131	155	+ 18.3	204,549	302,341	+ 47.8
Saskatchewan	110	154	+ 40.0	182,908	312,702	+ 71.0
Alberta	286	402	+ 40.6	468,087	847,733	+ 81.1
British Columbia	204	267	+ 30.9	405,951	590,944	+ 45.6
Canada	2,278	2,903	+ 27.4	3,898,780	5,933,487	+ 52.2
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	563	610	+ 8.3	794,898	877,351	+ 10.4
Quebec	1,843	1,839	- 0.2	3,124,670	3,264,854	+ 4.5
Ontario	3,678	3,903	+ 6.1	5,213,141	5,620,874	+ 7.8
Manitoba	452	460	+ 1.8	643,551	690,953	+ 7.4
Saskatchewan	423	525	+ 24.1	627,897	811,820	+ 29.3
Alberta	961	1,078	+ 12.2	1,455,793	1,792,150	+ 23.1
British Columbia	928	894	- 3.7	1,436,424	1,381,249	- 3.8
Canada	8,848	9,309	+ 5.2	13,296,374	14,439,251	+ 8.6

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
FEBRUARY 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,171	1,523	+ 30.1	703,711	986,069	+ 40.1
Quebec	1,511	2,728	+ 80.5	1,216,333	2,117,687	+ 74.1
Ontario	6,948	11,038	+ 58.9	4,499,888	6,967,086	+ 54.8
Manitoba	566	1,103	+ 94.9	405,617	760,410	+ 87.5
Saskatchewan	484	936	+ 93.4	338,775	646,453	+ 90.8
Alberta	1,294	2,139	+ 65.3	945,748	1,525,582	+ 61.3
British Columbia	1,774	2,274	+ 28.2	1,335,033	1,521,740	+ 14.0
Canada	13,748	21,741	+ 58.1	9,454,105	14,525,027	+ 53.6
Commercial Vehicles						
Atlantic Provinces	346	471	+ 36.1	205,061	338,339	+ 65.0
Quebec	467	731	+ 56.5	457,756	775,176	+ 69.3
Ontario	949	1,483	+ 56.3	672,195	1,159,897	+ 72.6
Manitoba	169	214	+ 26.6	128,153	192,668	+ 50.3
Saskatchewan	154	279	+ 81.2	121,861	227,483	+ 86.7
Alberta	403	577	+ 43.2	335,455	504,987	+ 50.5
British Columbia	231	395	+ 71.0	207,263	370,816	+ 78.9
Canada	2,719	4,150	+ 52.6	2,127,748	3,569,366	+ 67.8
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,517	1,994	+ 31.4	908,772	1,324,408	+ 45.7
Quebec	1,978	3,459	+ 74.9	1,674,089	2,892,863	+ 72.8
Ontario	7,897	12,521	+ 58.6	5,172,083	8,126,983	+ 57.1
Manitoba	735	1,317	+ 79.2	533,770	953,078	+ 78.6
Saskatchewan	638	1,215	+ 90.4	460,636	873,936	+ 89.7
Alberta	1,697	2,716	+ 60.0	1,290,207	2,030,569	+ 57.4
British Columbia	2,005	2,669	+ 33.1	1,542,296	1,892,556	+ 22.7
Canada	16,467	25,891	+ 57.2	11,581,853	18,094,393	+ 56.2

(1) Revised



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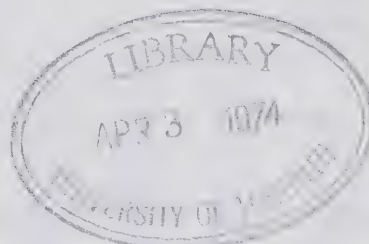
Statistics
Canada

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY
NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

MARCH 1952



New Motor Vehicle Sales

Sales of new motor vehicles totalled 32,839 units with a retail value of \$85,880,541 in March 1952, 34 % lower in number and 26 % lower in value than the 49,612 vehicles which sold for \$116,906,852 in March last year. Sales of both passenger cars and commercial vehicles declined during this period. There were 23,071 passenger cars valued at \$60,889,933 sold during March 1952 against sales of 38,036 valued at \$90,013,291 during the same period last year. Sales of commercial vehicles decreased 16% in number and 7% in value from March 1951.

In the first quarter of 1952, there were 78,317 new vehicles sold for \$204,857,534, down 38% in number and 30 % in value from the same period in 1951. Total passenger car sales amounted to 54,775 in the first three months of 1952, a drop of 44% in number from the corresponding quarter in 1951.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, March, 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	3	3	22,677	40,187
Quebec	3	10	42,046	148,051
Ontario	13	15	198,198	191,667
Manitoba	5	8	88,566	137,921
Saskatchewan	-	-	-	-
Alberta	13	4	261,992	102,472
British Columbia	27	-	576,574	-
Canada	64	40	1,190,053	620,298

Financing of Motor Vehicle Sales

New Vehicles- The number of new vehicle sales financed in March declined 12% from March 1951 while the amount of financing was 8% below that of the same period last year. New passenger car sales financed decreased 22% in number and 25% in amount of financing from March last year. Commercial vehicle sales financed increased 21% in number and 47% in amount of financing over the same period a year ago.

During the first quarter of 1952 financing of sales of new vehicles declined 6% in the number financed but showed a slight increase in the amount of financing.

Used Vehicles- The number of used vehicles financed and the amount of financing in both the passenger and commercial classes were greater in March 1952 than in the same month last year.

During the first three months of 1952 the number of used cars financed increased 38% in number and 35% in amount of financing over the same period last year.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for March and for the January-March period of this year and last.

<u>Month and Item</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
No. Sold	38,036	23,071	11,576	9,768
No. Financed	9,905	7,765	2,931	3,534
% of Sales Financed	26.0	33.7	25.3	36.2
<u>Jan. - March</u>				
No. Sold	97,808	54,775	29,104	23,542
No. Financed	22,680	19,312	7,435	9,131
% of Sales Financed	23.2	35.3	25.5	38.8

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1951 (REVISED) - 1952

THOUSANDS
OF VEHICLES
20

THOUSANDS
OF VEHICLES
20

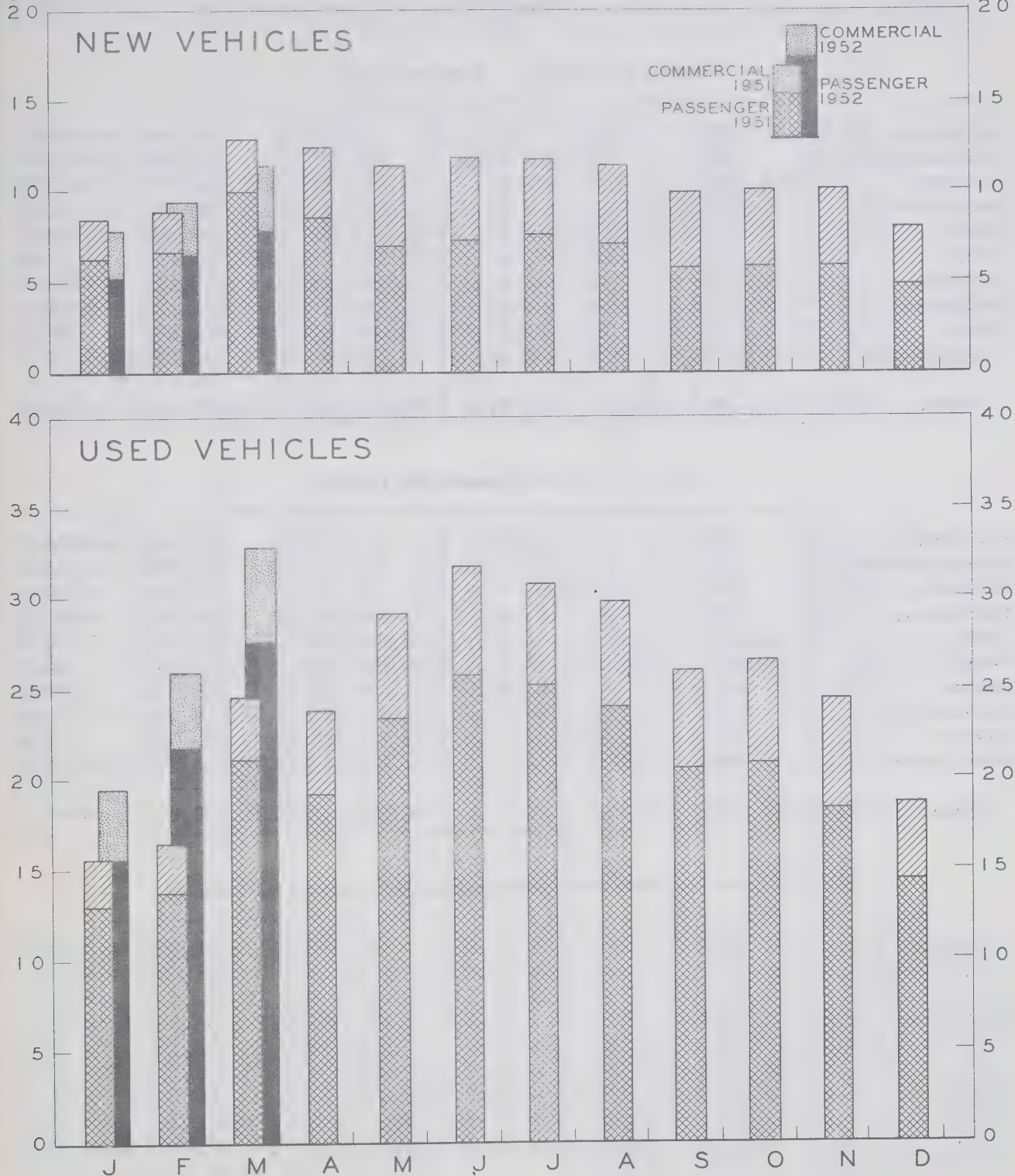


TABLE I New Motor Vehicle Sales, by Provinces
MARCH 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	243	285	+ 17.3	550,359	728,079	+ 32.3
Prince Edward Island...	102	81	- 20.6	233,671	205,090	- 12.2
Nova Scotia	1,300	853	- 34.4	2,994,707	2,164,578	- 27.7
New Brunswick	1,200	595	- 50.4	2,713,300	1,505,560	- 44.5
Quebec	6,925	5,093	- 26.5	16,843,445	13,798,822	- 18.1
Ontario	17,970	10,047	- 44.1	42,772,838	26,761,222	- 37.4
Manitoba	2,148	1,196	- 44.3	4,992,300	3,059,415	- 38.7
Saskatchewan	1,972	1,409	- 28.5	4,553,467	3,624,440	- 20.4
Alberta	2,939	1,829	- 37.8	7,006,338	4,886,696	- 30.3
British Columbia	3,237	1,683	- 48.0	7,352,866	4,156,031	- 43.5
Canada	38,036	23,071	- 39.3	90,013,291	60,889,933	- 32.4
Commercial Vehicles						
Newfoundland	72	149	+106.9	140,095	316,901	+126.2
Prince Edward Island...	61	66	+ 8.2	123,172	135,996	+ 10.4
Nova Scotia	327	330	+ 0.9	672,169	737,439	+ 9.7
New Brunswick	396	282	- 28.8	818,691	629,800	- 23.1
Quebec	2,076	1,644	- 20.8	4,850,360	4,649,348	- 4.1
Ontario	4,641	3,542	- 23.7	10,896,833	9,115,313	- 16.3
Manitoba	684	541	- 20.9	1,486,702	1,349,642	- 9.2
Saskatchewan	971	947	- 2.5	1,899,822	2,119,955	+ 11.6
Alberta	1,358	1,297	- 4.5	3,125,472	3,181,932	+ 1.8
British Columbia	990	970	- 2.0	2,880,245	2,754,282	- 4.4
Canada	11,576	9,768	- 15.6	26,893,561	24,990,608	- 7.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	315	434	+ 37.8	690,454	1,044,980	+ 51.3
Prince Edward Island...	163	147	- 9.8	356,843	341,086	- 4.4
Nova Scotia	1,627	1,183	- 27.3	3,666,876	2,902,017	- 20.9
New Brunswick	1,596	877	- 45.1	3,531,991	2,135,360	- 39.5
Quebec	9,001	6,737	- 25.2	21,693,805	18,448,170	- 15.0
Ontario	22,611	13,589	- 39.9	53,669,671	35,876,535	- 33.2
Manitoba	2,832	1,737	- 38.7	6,479,002	4,409,057	- 31.9
Saskatchewan	2,943	2,356	- 19.9	6,453,289	5,744,395	- 11.0
Alberta	4,297	3,126	- 27.3	10,131,810	8,068,628	- 20.4
British Columbia	4,227	2,653	- 37.2	10,233,111	6,910,313	- 32.5
Canada	49,612	32,839	- 33.8	116,906,852	85,880,541	- 26.5

(1) Revised

TABLE 2 New Motor Vehicle Sales, by Provinces
JANUARY-TO-MARCH, 1951 AND 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
	%	\$		\$	\$	%
Passenger Cars						
Newfoundland	515	525	+ 1.9	1,117,646	1,335,071	+ 19.5
Prince Edward Island...	327	204	- 37.6	734,207	526,109	- 28.3
Nova Scotia	3,173	1,815	- 42.8	7,217,009	4,693,125	- 35.0
New Brunswick	2,633	1,385	- 47.4	5,952,579	3,510,782	- 41.0
Quebec	17,133	11,359	- 33.7	41,524,572	30,566,895	- 26.4
Ontario	45,677	23,886	- 47.7	107,048,270	62,688,575	- 41.4
Manitoba	5,167	2,913	- 43.6	11,993,993	7,566,716	- 36.9
Saskatchewan	5,162	3,276	- 36.5	11,829,608	8,467,698	- 28.4
Alberta	8,014	4,579	- 42.9	18,802,574	12,180,397	- 35.2
British Columbia	10,007	4,833	- 51.7	21,760,683	11,736,312	- 46.1
Canada	97,808	54,775	- 44.0	227,981,141	143,271,680	- 37.2
Commercial Vehicles						
Newfoundland	164	316	+ 92.7	352,589	668,044	+ 89.5
Prince Edward Island...	185	161	- 13.0	362,824	333,996	- 7.9
Nova Scotia	919	843	- 8.3	1,803,466	1,841,752	+ 2.1
New Brunswick	865	790	- 8.7	1,894,938	1,969,601	+ 3.9
Quebec	5,050	4,154	- 17.7	12,536,021	12,667,894	+ 1.1
Ontario	11,674	7,986	- 31.6	26,816,876	20,937,598	- 21.9
Manitoba	1,595	1,376	- 13.7	3,406,781	3,489,609	+ 2.4
Saskatchewan	2,404	2,345	- 2.5	4,773,637	5,338,736	+ 11.8
Alberta	3,770	3,239	- 14.1	8,158,699	7,936,331	- 2.7
British Columbia	2,478	2,332	- 5.9	6,487,635	6,402,293	- 1.3
Canada	29,104	23,542	- 19.1	66,593,466	61,585,854	- 7.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	679	841	+ 23.9	1,470,235	2,003,115	+ 36.2
Prince Edward Island...	512	365	- 28.7	1,097,031	860,105	- 21.6
Nova Scotia	4,092	2,658	- 35.0	9,020,475	6,534,877	- 27.6
New Brunswick	3,498	2,175	- 37.8	7,847,517	5,480,383	- 30.2
Quebec	22,183	15,513	- 30.1	54,060,593	43,234,789	- 20.0
Ontario	57,351	31,872	- 44.4	133,865,146	83,626,173	- 37.5
Manitoba	6,762	4,289	- 36.6	15,400,774	11,056,325	- 28.2
Saskatchewan	7,566	5,621	- 25.7	16,603,245	13,806,434	- 16.8
Alberta	11,784	7,818	- 33.7	26,961,273	20,116,728	- 25.4
British Columbia	12,485	7,165	- 42.6	28,248,318	18,138,605	- 35.8
Canada	126,912	78,317	- 38.3	294,574,607	204,857,534	- 30.5

(1) Revised

TABLE 3 New Motor Vehicle Sales, by Months
CANADA, 1951 and 1952

Month	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
January	26,085	13,745	- 47.3	59,093,345	35,305,272	- 40.3
February	33,687	17,959	- 46.7	78,874,505	47,076,475	- 40.3
March	38,036	23,071	- 39.3	90,013,291	60,889,933	- 32.4
Jan. to March...	97,808	54,775	- 44.0	227,981,141	143,271,680	- 37.2
Commercial Vehicles						
January	7,639	6,523	- 14.6	17,554,258	17,325,815	- 1.3
February	9,889	7,251	- 26.7	22,145,647	19,269,431	- 13.0
March	11,576	9,768	- 15.6	26,893,561	24,990,608	- 7.1
Jan. to March...	29,104	23,542	- 19.1	66,593,466	61,585,854	- 7.5
Total - Passenger Cars and Commercial Vehicles						
January	33,724	20,268	- 39.9	76,647,603	52,631,087	- 31.3
February.....	43,576	25,210	- 42.1	101,020,152	66,345,906	- 34.3
March	49,612	32,839	- 33.8	116,906,852	85,880,541	- 26.5
Jan. to March...	126,912	78,317	- 38.3	294,574,607	204,857,534	- 30.5

TABLE 4 Financing of Sales of New Motor Vehicles, by Months
CANADA, 1951 AND 1952

Month	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
January	6,205	5,141	- 17.1	8,633,850	6,745,944	- 21.9
February	6,570	6,406	- 2.5	9,397,594	8,505,764	- 9.5
March	9,905	7,765	- 21.6	14,616,237	10,907,788	- 25.4
Jan. to March..	22,680	19,312	- 14.9	32,647,681	26,159,496	- 19.9
Commercial Vehicles						
January	2,226	2,694	+ 21.0	3,754,078	6,080,864	+ 62.0
February	2,278	2,903	+ 27.4	3,898,780	5,933,487	+ 52.2
March	2,931	3,534	+ 20.6	4,714,128	6,947,055	+ 47.4
Jan. to March.	7,435	9,131	+ 22.8	12,366,986	18,961,406	+ 53.3
Total - Passenger Cars and Commercial Vehicles						
January	8,431	7,835	- 7.1	12,387,928	12,826,808	+ 3.5
February	8,848	9,309	+ 5.2	13,296,374	14,439,251	+ 8.6
March	12,836	11,299	- 12.0	19,330,365	17,854,843	- 7.6
Jan. to March.	30,115	28,443	- 5.6	45,014,667	45,120,902	+ 0.2

(1) Revised

TABLE 5 Financing of Sales of New Motor Vehicles, by Provinces

MARCH, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	772	527	- 31.7	1,065,085	729,519	- 31.5
Quebec	2,213	1,819	- 17.8	3,595,336	2,771,194	- 22.9
Ontario	4,027	3,189	- 20.8	5,653,316	4,279,878	- 24.3
Manitoba	483	414	- 14.3	706,696	538,987	- 23.7
Saskatchewan	433	450	+ 3.9	652,560	614,655	- 5.8
Alberta	846	736	- 13.0	1,282,075	1,096,775	- 14.5
British Columbia	1,131	630	- 44.3	1,661,169	876,780	- 47.2
Canada.....	9,905	7,765	- 21.6	14,616,237	10,907,788	- 25.4
Commercial Vehicles						
Atlantic Provinces	219	275	+ 25.6	302,116	484,119	+ 60.2
Quebec	759	900	+ 18.6	1,311,142	1,825,327	+ 39.2
Ontario	948	1,086	+ 14.6	1,459,462	1,922,256	+ 31.7
Manitoba	194	184	- 5.2	277,754	340,767	+ 22.7
Saskatchewan	152	232	+ 52.6	251,028	483,676	+ 92.7
Alberta	352	468	+ 33.0	584,572	1,050,416	+ 79.7
British Columbia	307	389	+ 26.7	528,054	840,494	+ 59.2
Canada.....	2,931	3,534	+ 20.6	4,714,128	6,947,055	+ 47.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	991	802	- 19.1	1,367,201	1,213,638	- 11.2
Quebec	2,972	2,719	- 8.5	4,906,478	4,596,521	- 6.3
Ontario	4,975	4,275	- 14.1	7,112,778	6,202,134	- 12.8
Manitoba	677	598	- 11.7	984,450	879,754	- 10.6
Saskatchewan	585	682	+ 16.6	903,588	1,098,331	+ 21.6
Alberta	1,198	1,204	+ 0.5	1,866,647	2,147,191	+ 15.0
British Columbia	1,438	1,019	- 29.1	2,189,223	1,717,274	- 21.6
Canada.....	12,836	11,299	- 12.0	19,330,365	17,854,843	- 7.6

(1) Revised

TABLE 6 Financing of Sales of New Motor Vehicles, by Provinces
JANUARY-TO-MARCH, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,582	1,231	- 22.2	2,145,152	1,647,881	- 23.2
Quebec	4,700	3,893	- 17.2	7,520,251	5,845,568	- 22.3
Ontario	9,638	8,272	- 14.2	13,225,653	10,717,093	- 19.0
Manitoba	1,083	992	- 8.4	1,523,380	1,284,852	- 15.7
Saskatchewan	1,009	1,175	+ 16.5	1,449,266	1,588,558	+ 9.6
Alberta	2,171	2,025	- 6.7	3,201,589	2,882,326	- 10.0
British Columbia	2,497	1,724	- 31.0	3,582,390	2,193,218	- 38.8
Canada	22,680	19,312	- 14.9	32,647,681	26,159,496	- 19.9
Commercial Vehicles						
Atlantic Provinces	550	752	+ 36.7	800,140	1,319,385	+ 64.9
Quebec	1,816	2,175	+ 19.8	3,313,472	5,171,465	+ 56.1
Ontario	2,579	2,996	+ 16.2	4,079,396	5,765,178	+ 41.3
Manitoba	464	478	+ 3.0	692,843	903,850	+ 30.5
Saskatchewan	393	569	+ 44.8	627,856	1,115,767	+ 77.7
Alberta	927	1,257	+ 35.6	1,544,992	2,749,423	+ 78.0
British Columbia	706	904	+ 28.0	1,308,287	1,936,338	+ 48.0
Canada	7,435	9,131	+ 22.8	12,366,986	18,961,406	+ 53.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,132	1,983	- 7.0	2,945,292	2,967,266	+ 0.7
Quebec	6,516	6,068	- 6.9	10,833,723	11,017,033	+ 1.7
Ontario	12,217	11,268	- 7.8	17,305,049	16,482,271	- 4.8
Manitoba	1,547	1,470	- 5.0	2,216,223	2,188,702	- 1.2
Saskatchewan	1,402	1,744	+ 24.4	2,077,122	2,704,325	+ 30.2
Alberta	3,098	3,282	+ 5.9	4,746,581	5,631,749	+ 18.6
British Columbia	3,203	2,628	- 18.0	4,890,677	4,129,556	- 15.6
Canada	30,115	28,443	- 5.6	45,014,667	45,120,902	+ 0.2

(1) Revised

TABLE 7 Financing of Sales of Used Motor Vehicles, by Provinces

MARCH, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,923	2,079	+ 8.1	1,270,927	1,354,882	+ 6.6
Quebec	2,887	4,157	+ 44.0	2,370,713	3,241,141	+ 36.7
Ontario	10,591	13,394	+ 26.5	7,276,946	8,301,771	+ 14.1
Manitoba	975	1,397	+ 43.3	702,654	950,212	+ 35.2
Saskatchewan	642	1,264	+ 96.9	426,605	839,367	+ 96.8
Alberta	1,744	2,626	+ 50.6	1,341,590	1,837,534	+ 37.0
British Columbia	2,314	2,719	+ 17.5	1,801,078	2,006,480	+ 11.4
Canada	21,076	27,636	+ 31.1	15,190,513	18,531,387	+ 22.0
Commercial Vehicles						
Atlantic Provinces	504	569	+ 12.9	316,383	401,802	+ 27.0
Quebec	579	906	+ 56.5	528,901	944,111	+ 78.5
Ontario	1,284	1,742	+ 35.7	942,127	1,398,652	+ 48.5
Manitoba	192	290	+ 51.0	145,824	194,122	+ 33.1
Saskatchewan	120	337	+180.8	103,528	291,206	+181.3
Alberta	438	777	+ 77.4	344,355	738,200	+114.4
British Columbia	373	529	+ 41.8	343,427	557,558	+ 62.4
Canada	3,490	5,150	+ 47.6	2,724,545	4,525,651	+ 66.1
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,427	2,648	+ 9.1	1,587,310	1,756,684	+ 10.7
Quebec	3,466	5,063	+ 46.1	2,899,614	4,185,252	+ 44.3
Ontario	11,875	15,136	+ 27.5	8,219,073	9,700,423	+ 18.0
Manitoba	1,167	1,687	+ 44.6	848,478	1,144,334	+ 34.9
Saskatchewan	762	1,601	+110.1	530,133	1,130,573	+113.3
Alberta	2,182	3,403	+ 56.0	1,685,945	2,575,734	+ 52.8
British Columbia	2,687	3,248	+ 20.9	2,144,505	2,564,038	+ 19.6
Canada	24,566	32,786	+ 33.5	17,915,058	23,057,038	+ 28.7

(1) Revised

TABLE 8 Financing of Sales of Used Motor Vehicles, by Provinces
JANUARY-TO-MARCH, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	4,034	4,621	+ 14.6	2,539,521	2,959,600	+ 16.5
Quebec	5,685	8,854	+ 55.7	4,589,905	6,829,760	+ 48.8
Ontario	24,497	32,584	+ 33.0	16,214,618	20,020,095	+ 23.5
Manitoba	2,087	3,151	+ 51.0	1,455,726	2,141,360	+ 47.1
Saskatchewan	1,589	2,929	+ 84.3	1,064,675	1,977,242	+ 85.7
Alberta	4,256	6,257	+ 47.0	3,161,403	4,384,575	+ 38.7
British Columbia	5,583	6,607	+ 18.3	4,229,227	4,516,338	+ 6.8
Canada	47,731	65,003	+ 36.2	33,255,075	42,828,970	+ 28.8
Commercial Vehicles						
Atlantic Provinces	1,173	1,484	+ 26.5	732,923	1,062,720	+ 45.0
Quebec	1,526	2,338	+ 53.2	1,464,057	2,507,087	+ 71.2
Ontario	3,157	4,588	+ 45.3	2,315,635	3,726,742	+ 60.9
Manitoba	512	701	+ 36.9	414,406	562,969	+ 35.8
Saskatchewan	450	853	+ 89.6	342,369	698,099	+103.9
Alberta	1,249	1,860	+ 48.9	1,020,942	1,731,261	+ 69.6
British Columbia	869	1,321	+ 52.0	806,764	1,324,071	+ 64.1
Canada	8,936	13,145	+ 47.1	7,097,096	11,612,949	+ 63.6
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,207	6,105	+ 17.2	3,272,444	4,022,320	+ 22.9
Quebec	7,211	11,192	+ 55.2	6,053,962	9,336,847	+ 54.2
Ontario	27,654	37,172	+ 34.4	18,530,253	23,746,837	+ 28.2
Manitoba	2,599	3,852	+ 48.2	1,870,132	2,704,329	+ 44.6
Saskatchewan	2,039	3,782	+ 85.5	1,407,044	2,675,341	+ 90.1
Alberta	5,505	8,117	+ 47.4	4,182,345	6,115,836	+ 46.2
British Columbia	6,452	7,928	+ 22.9	5,035,991	5,840,409	+ 16.0
Canada	56,667	78,148	+ 37.9	40,352,171	54,441,919	+ 34.9

(1) Revised



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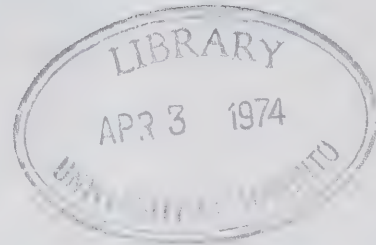
\$2.00 a year

NEW MOTOR VEHICLE SALES

AND

MOTOR VEHICLE FINANCING

APRIL 1952



New Motor Vehicle Sales

The decline in sales of new motor vehicles from last year, apparent in recent months, was continued in April but to a much less pronounced degree. Decreases in the first three months of 1952 ranged from 30% to 40% below last year. During April, 41,414 units were sold for \$103,789,723, down 10% in number and 9 % in value from April 1951. All provinces except Newfoundland, New Brunswick, and Saskatchewan, reported declines from last year. British Columbia with a decrease of 36% in number and 39% in value, recorded the greatest drop.

Passenger cars accounted for the decline in new vehicle sales. Sales of new passenger cars decreased 14% in number and 15% in value from April 1951. Commercial vehicles on the other hand showed increased sales of 2% in number and 10% in value over the same period of last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, April, 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
			\$	\$
Atlantic Provinces	4	3	56,000	38,350
Quebec	10	16	144,596	413,049
Ontario	18	371	316,914	1,010,398
Manitoba	4	4	72,380	69,694
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	25	1	540,407	9,500
Canada	61	395	1,131,297	1,540,991

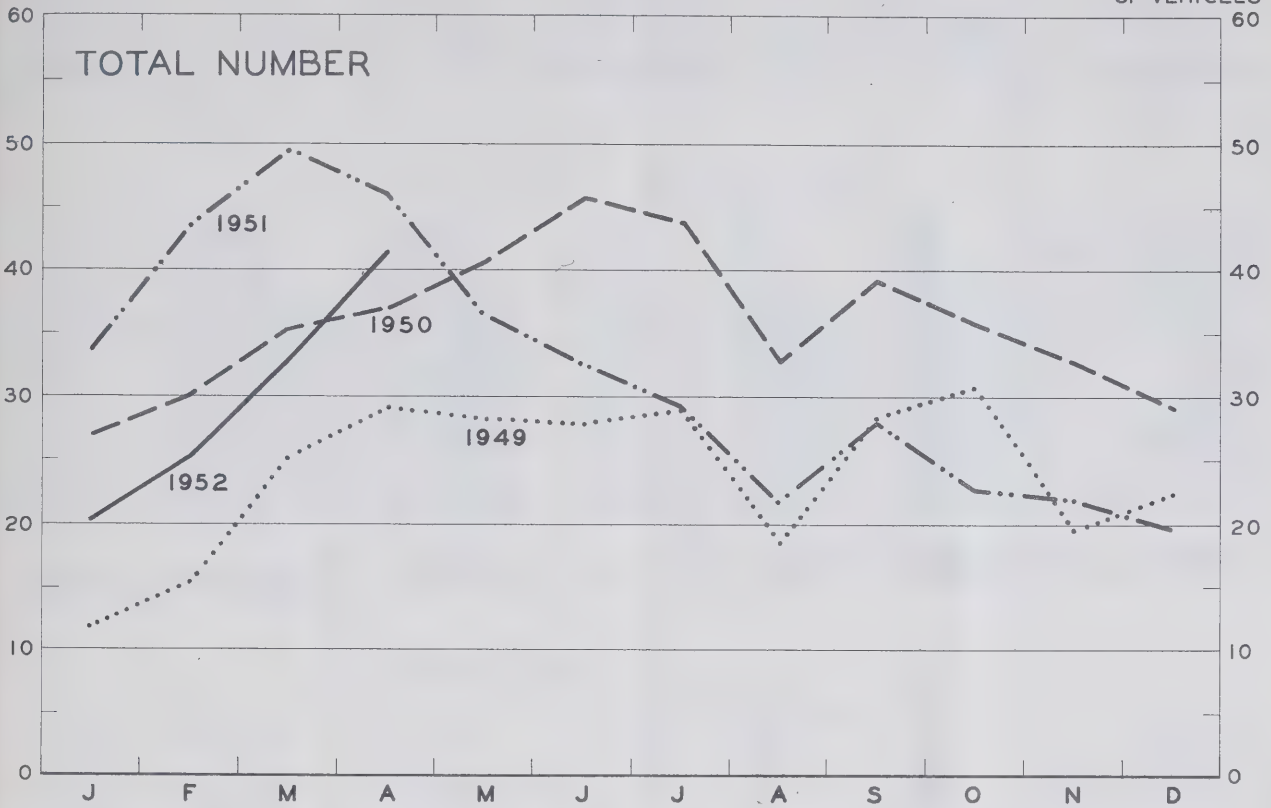
Financing of Motor Vehicle Sales

New Vehicles--New motor vehicle sales financed in April 1952 increased 20% in number and 32% in amount of financing over the same period last year.

New passenger car sales financed advanced 22% in number and 31% in amount of financing over April 1951. Commercial vehicle sales financed increased 16% in number and 33% in amount of financing over the same period a year ago.

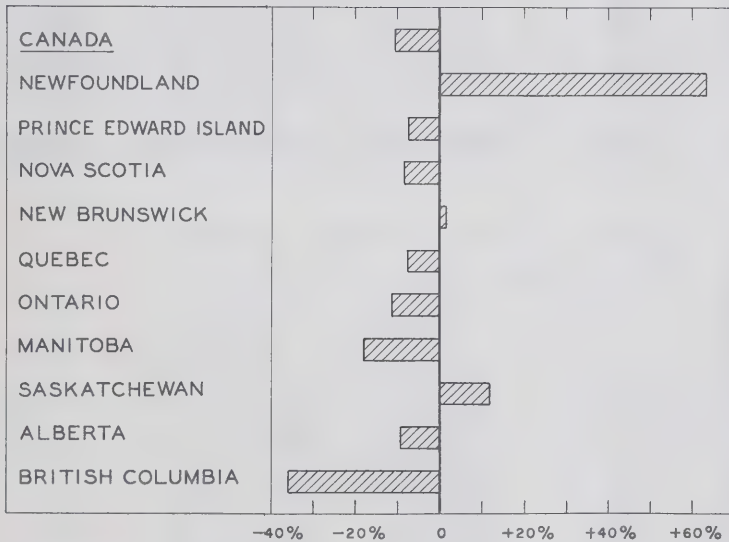
Used Vehicles--The financing of used vehicles continued high during April 1952. All provinces showed substantial increases both in number of vehicles financed and amount of financing as compared with April last year. There were 36,538 used passenger cars financed, an increase of 91% in number over April 1951. The number of commercial vehicles increased 52% and the amount of financing was 72% higher than in April a year ago.

NEW MOTOR VEHICLE SALES 1949-50-51-52

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

APRIL



JANUARY TO APRIL

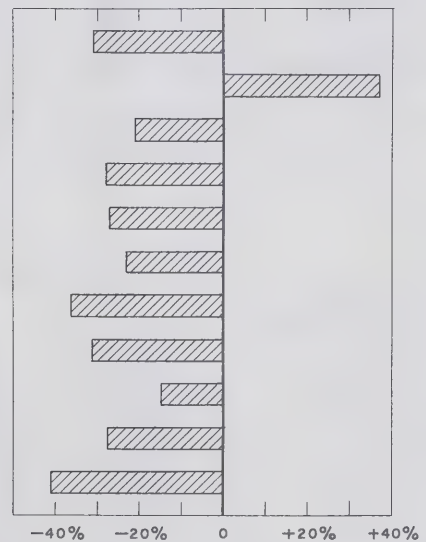


TABLE 1 New Motor Vehicle Sales, by Provinces
April 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
	%	\$		\$	\$	%
Passenger Cars						
Newfoundland	260	364	+ 40.0	656,189	870,511	+ 32.7
Prince Edward Island...	195	156	- 20.0	468,378	394,000	- 15.9
Nova Scotia	1,164	1,014	- 12.9	2,813,055	2,511,369	- 10.7
New Brunswick	974	969	- 0.5	2,349,320	2,415,595	+ 2.8
Quebec	7,660	6,872	- 10.3	19,891,462	17,716,688	- 10.9
Ontario	14,857	12,602	- 15.2	37,672,173	31,611,527	- 16.1
Manitoba	1,987	1,676	- 15.7	4,957,031	4,219,150	- 14.9
Saskatchewan	1,969	2,173	+ 10.4	4,985,964	5,455,741	+ 9.4
Alberta	2,595	2,260	- 12.9	6,492,281	5,748,322	- 11.5
British Columbia	3,286	1,856	- 43.5	8,000,698	4,278,147	- 46.6
Canada	34,947	29,942	- 14.3	88,286,551	75,221,050	- 14.8
Commercial Vehicles						
Newfoundland	83	197	+137.3	166,775	419,707	+151.7
Prince Edward Island...	93	111	+ 19.4	184,864	232,252	+ 25.6
Nova Scotia	389	408	+ 4.9	857,223	947,067	+ 10.5
New Brunswick	383	407	+ 6.3	817,218	919,404	+ 12.5
Quebec	2,299	2,355	+ 2.4	5,274,626	6,504,051	+ 23.3
Ontario	3,699	3,857	+ 4.3	8,765,627	9,448,782	+ 7.8
Manitoba	798	605	- 24.2	1,732,179	1,435,618	- 17.1
Saskatchewan	1,197	1,364	+ 14.0	2,504,657	3,239,295	+ 29.3
Alberta	1,328	1,294	- 2.6	2,803,754	3,158,586	+ 12.7
British Columbia	964	874	- 9.3	2,765,663	2,263,911	- 18.1
Canada	11,233	11,472	+ 2.1	25,872,586	28,568,673	+ 10.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	343	561	+ 63.6	822,964	1,290,218	+ 56.8
Prince Edward Island...	288	267	- 7.3	653,242	626,252	- 4.1
Nova Scotia	1,553	1,422	- 8.4	3,670,278	3,458,436	- 5.8
New Brunswick	1,357	1,376	+ 1.4	3,166,538	3,334,999	+ 5.3
Quebec	9,959	9,227	- 7.4	25,166,088	24,220,739	- 3.8
Ontario	18,556	16,459	- 11.3	46,437,800	41,060,309	- 11.6
Manitoba	2,785	2,281	- 18.1	6,689,210	5,654,768	- 15.5
Saskatchewan	3,166	3,537	+ 11.7	7,490,621	8,695,036	+ 16.1
Alberta	3,923	3,554	- 9.4	9,296,035	8,906,908	- 4.2
British Columbia	4,250	2,730	- 35.8	10,766,361	6,542,058	- 39.2
Canada	46,180	41,414	- 10.3	114,159,137	103,789,723	- 9.1

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
APRIL 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	599	893	+ 49.1	723,766	1,193,964	+ 65.0
Quebec	1,887	2,934	+ 55.5	2,671,613	4,426,623	+ 65.7
Ontario	3,409	3,666	+ 7.5	4,310,125	4,856,345	+ 12.7
Manitoba	431	574	+ 33.2	527,678	758,047	+ 43.7
Saskatchewan	524	636	+ 21.4	677,956	863,533	+ 27.4
Alberta	808	902	+ 11.6	1,058,210	1,311,366	+ 23.9
British Columbia	800	741	- 7.4	1,101,234	1,081,427	- 1.8
Canada	8,458	10,346	+ 22.3	11,070,582	14,491,305	+ 30.9
Commercial Vehicles						
Atlantic Provinces	299	418	+ 39.8	444,811	645,017	+ 45.0
Quebec	962	1,220	+ 26.8	1,716,228	2,315,772	+ 34.9
Ontario	1,344	1,286	- 4.3	2,188,816	2,389,322	+ 9.2
Manitoba	220	212	- 3.6	353,869	374,600	+ 5.9
Saskatchewan	246	397	+ 61.4	385,373	776,514	+101.5
Alberta	469	609	+ 29.9	788,109	1,230,329	+ 56.1
British Columbia	342	372	+ 8.8	566,907	843,893	+ 48.9
Canada	3,882	4,514	+ 16.3	6,444,113	8,575,447	+ 33.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	898	1,311	+ 46.0	1,168,577	1,838,981	+ 57.4
Quebec	2,849	4,154	+ 45.8	4,387,841	6,742,395	+ 53.7
Ontario	4,753	4,952	+ 4.2	6,498,941	7,245,667	+ 11.5
Manitoba	651	786	+ 20.7	881,547	1,132,647	+ 28.5
Saskatchewan	770	1,033	+ 34.2	1,063,329	1,640,047	+ 54.2
Alberta	1,277	1,511	+ 18.3	1,846,319	2,541,695	+ 37.7
British Columbia	1,142	1,113	- 2.5	1,668,141	1,925,320	+ 15.4
Canada	12,340	14,860	+ 20.4	17,514,695	23,066,752	+ 31.7

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
APRIL 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,763	3,203	+ 81.7	915,774	2,066,541	+125.7
Quebec	2,839	6,520	+129.7	1,877,653	5,076,097	+170.3
Ontario	8,668	16,373	+ 88.9	4,690,582	9,868,308	+110.4
Manitoba	953	2,004	+110.3	535,136	1,292,814	+141.6
Saskatchewan	969	2,156	+122.5	562,620	1,423,975	+153.1
Alberta	2,037	3,551	+ 74.3	1,232,197	2,493,393	+102.4
British Columbia	1,945	2,731	+ 40.4	1,179,113	1,932,140	+ 63.9
Canada	19,174	36,538	+ 90.6	10,993,075	24,153,268	+119.7
Commercial Vehicles						
Atlantic Provinces	610	838	+ 37.4	382,300	597,053	+ 56.2
Quebec	796	1,443	+ 81.3	765,433	1,363,663	+ 78.2
Ontario	1,670	2,263	+ 35.5	1,190,886	1,891,947	+ 58.9
Manitoba	266	395	+ 48.5	169,896	304,734	+ 79.4
Saskatchewan	301	636	+111.3	218,751	506,937	+131.7
Alberta	633	1,011	+ 59.7	459,773	902,903	+ 96.4
British Columbia	415	540	+ 30.1	357,731	523,458	+ 46.3
Canada	4,691	7,126	+ 51.9	3,544,770	6,090,695	+ 71.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,373	4,041	+ 70.3	1,298,074	2,663,594	+105.2
Quebec	3,635	7,963	+119.1	2,643,086	6,439,760	+143.6
Ontario	10,338	18,636	+ 80.3	5,881,468	11,760,255	+100.0
Manitoba	1,219	2,399	+ 96.8	705,032	1,597,548	+126.6
Saskatchewan	1,270	2,792	+119.8	781,371	1,930,912	+147.1
Alberta	2,670	4,562	+ 70.9	1,691,970	3,396,296	+100.7
British Columbia	2,360	3,271	+ 38.6	1,536,844	2,455,598	+ 59.8
Canada	23,865	43,664	+ 83.0	14,537,845	30,243,963	+108.0

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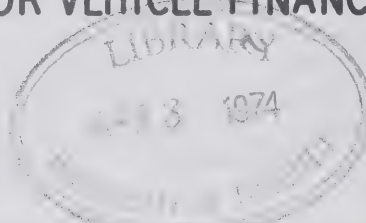
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Statistics Canada

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY 1952



New Motor Vehicle Sales

For the first time this year monthly sales of new motor vehicles were greater than in the same period in 1951. During May, 50,449 units were sold for \$124,075,328, an increase of 38% in number and 34% in retail value over May 1951. All provinces reported increases over last year.

Sales of both passenger cars and commercial vehicles recorded substantial gains in May, 1952. Passenger car sales increased 46% in number and 38% in retail value over May 1951. Commercial vehicle sales were 20% higher in number and 24% higher in retail value than in the same period a year ago.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, May, 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	2	5	24,792	67,500
Quebec	18	17	305,735	362,544
Ontario	8	19	66,647	279,274
Manitoba	2	4	38,956	69,610
Saskatchewan	-	-	-	-
Alberta	1	-	20,113	-
British Columbia	-	-	-	-
Canada	31	45	456,243	778,928

Financing of Motor Vehicle Sales

New Vehicles.—New motor vehicle sales financed in May 1952 increased 85% in number and 106% in amount of financing over the same period last year.

Financing of new passenger cars accounted for the greater part of the increase. There were 15,367 new passenger cars financed for \$22,911,193 in May 1952, an increase of 122% in number and 151% in amount of financing over the 6,921 cars financed for \$9,142,894 in May 1951. Commercial vehicle sales financed increased 26% in number and 53% in amount of financing over the same month a year ago.

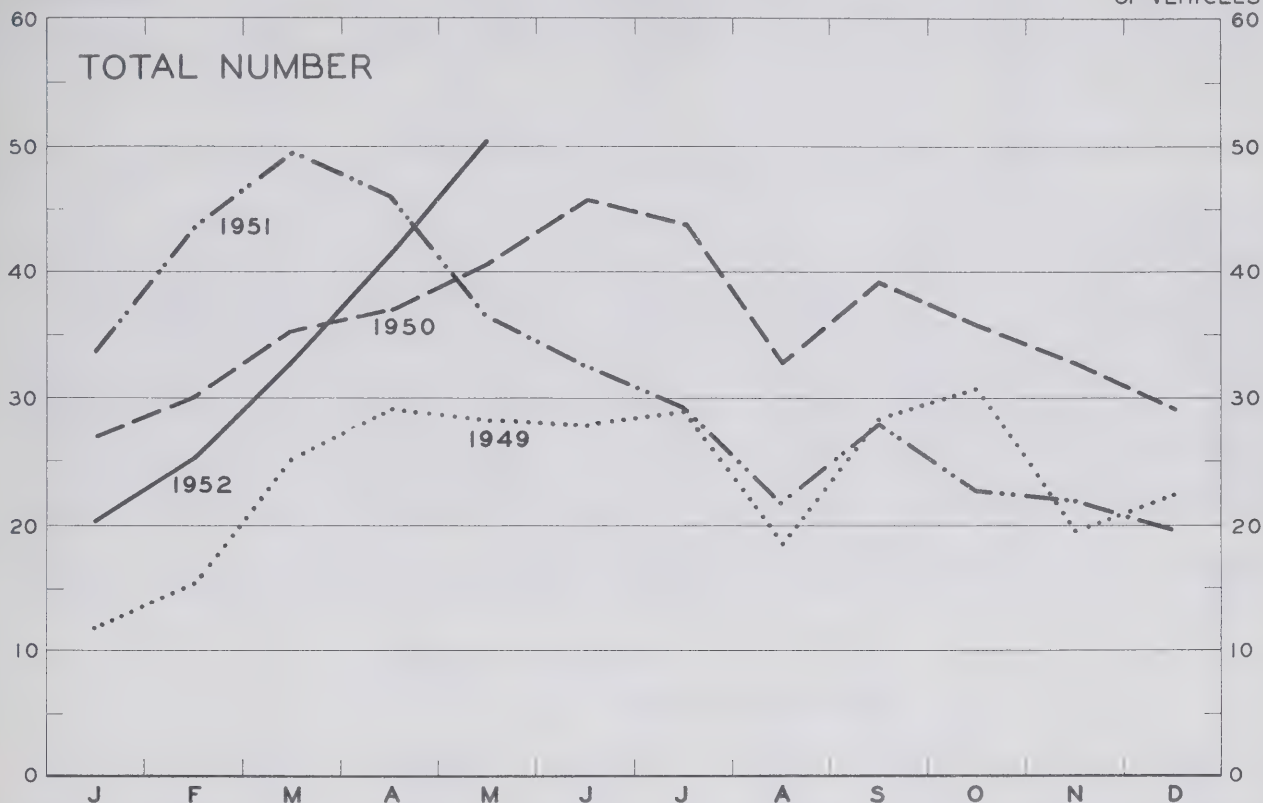
Used Vehicles.—The upward trend in financing of used vehicles continued during May 1952. All provinces showed substantial increases both in number of vehicles financed and amount of financing as compared with May last year. The number of used passenger cars financed increased 97% in number and 171% in amount of financing over the same period a year ago. Financing of used commercial vehicles was 33% higher in number and 54% higher in amount of financing than in May 1951.

NEW MOTOR VEHICLE SALES

1949-50-51-52

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES

1952/1951

MAY

JAN. TO MAY

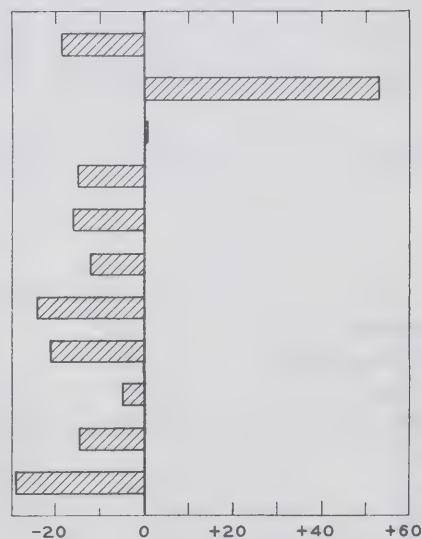
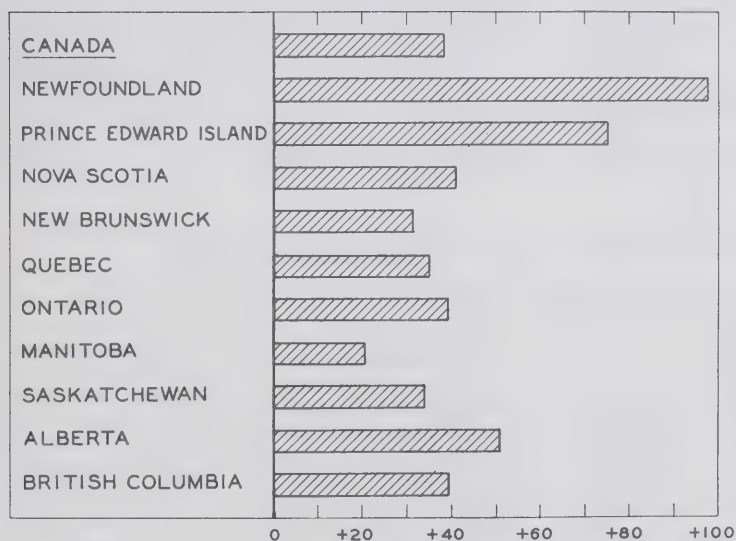


TABLE 1 New Motor Vehicle Sales, by Provinces
MAY 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	235	496	+ 111.1	574,834	1,124,782	+ 95.7
Prince Edward Island...	151	247	+ 63.6	375,656	574,209	+ 52.9
Nova Scotia	925	1,419	+ 53.4	2,308,982	3,284,685	+ 42.3
New Brunswick	751	1,074	+ 43.0	1,906,153	2,554,056	+ 34.0
Quebec	5,238	7,671	+ 46.4	14,053,135	19,304,800	+ 37.4
Ontario	11,286	16,210	+ 43.6	29,469,941	40,063,866	+ 35.9
Manitoba	1,653	2,115	+ 27.9	4,203,004	5,129,995	+ 22.1
Saskatchewan	1,597	2,307	+ 44.5	4,021,528	5,681,041	+ 41.3
Alberta	1,890	3,044	+ 61.1	4,925,931	7,523,046	+ 52.7
British Columbia	2,105	3,108	+ 47.6	5,299,434	7,356,225	+ 38.8
Canada	25,831	37,691	+ 45.9	67,138,598	92,596,705	+ 37.9
Commercial Vehicles						
Newfoundland	123	212	+ 72.4	266,500	482,695	+ 81.1
Prince Edward Island...	83	163	+ 96.4	173,935	337,427	+ 94.0
Nova Scotia	374	411	+ 9.9	811,541	980,410	+ 20.8
New Brunswick	348	369	+ 6.0	861,397	818,921	- 4.9
Quebec	2,195	2,370	+ 8.0	5,758,320	6,349,978	+ 10.3
Ontario	3,568	4,483	+ 25.6	8,764,832	11,006,055	+ 25.6
Manitoba	690	707	+ 2.5	1,503,433	1,666,791	+ 10.9
Saskatchewan	1,177	1,406	+ 19.5	2,502,287	3,240,532	+ 29.5
Alberta	1,253	1,693	+ 35.1	2,833,111	4,148,893	+ 46.4
British Columbia	803	944	+ 17.6	2,022,632	2,446,921	+ 21.0
Canada	10,614	12,758	+ 20.2	25,497,988	31,478,623	+ 23.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	358	708	+ 97.8	841,334	1,607,477	+ 91.1
Prince Edward Island...	234	410	+ 75.2	549,591	911,636	+ 65.9
Nova Scotia	1,299	1,830	+ 40.9	3,120,523	4,265,095	+ 36.7
New Brunswick	1,099	1,443	+ 31.3	2,767,550	3,372,977	+ 21.9
Quebec	7,433	10,041	+ 35.1	19,811,455	25,654,778	+ 29.5
Ontario	14,854	20,693	+ 39.3	38,234,773	51,069,921	+ 33.6
Manitoba	2,343	2,822	+ 20.4	5,706,437	6,796,786	+ 19.1
Saskatchewan	2,774	3,713	+ 33.9	6,523,815	8,921,573	+ 36.8
Alberta	3,143	4,737	+ 50.7	7,759,042	11,671,939	+ 50.4
British Columbia	2,908	4,052	+ 39.3	7,322,066	9,803,146	+ 33.9
Canada	36,445	50,449	+ 38.4	92,636,586	124,075,328	+ 33.9

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
MAY 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	471	1,347	+ 186.0	579,347	2,001,649	+ 245.5
Quebec	1,643	3,578	+ 117.8	2,390,609	5,845,669	+ 144.5
Ontario	2,557	6,476	+ 153.3	3,223,717	9,072,366	+ 181.4
Manitoba	442	755	+ 70.8	588,079	1,060,724	+ 80.4
Saskatchewan	571	886	+ 55.2	743,511	1,300,398	+ 74.9
Alberta	698	1,184	+ 69.6	914,080	1,813,562	+ 98.4
British Columbia	539	1,141	+ 111.7	703,551	1,816,825	+ 158.2
Canada	6,921	15,367	+ 122.0	9,142,894	22,911,193	+ 150.6
Commercial Vehicles						
Atlantic Provinces	400	528	+ 32.0	606,175	925,291	+ 52.6
Quebec	1,212	1,571	+ 29.6	2,269,400	3,666,768	+ 61.6
Ontario	1,252	1,596	+ 27.5	2,032,005	2,933,384	+ 44.4
Manitoba	221	281	+ 27.1	329,642	507,336	+ 53.9
Saskatchewan	454	481	+ 5.9	722,552	1,037,867	+ 43.6
Alberta	515	685	+ 33.0	915,316	1,456,764	+ 59.2
British Columbia	352	426	+ 21.0	690,316	1,025,643	+ 48.6
Canada	4,406	5,568	+ 26.4	7,565,406	11,553,053	+ 52.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	871	1,875	+ 115.3	1,185,522	2,926,940	+ 146.9
Quebec	2,855	5,149	+ 80.4	4,660,009	9,512,437	+ 104.1
Ontario	3,809	8,072	+ 111.9	5,255,722	12,005,750	+ 128.4
Manitoba	663	1,036	+ 56.3	917,721	1,568,060	+ 70.9
Saskatchewan	1,025	1,367	+ 33.4	1,466,063	2,338,265	+ 59.5
Alberta	1,213	1,869	+ 54.1	1,829,396	3,270,326	+ 78.8
British Columbia	891	1,567	+ 75.9	1,393,867	2,842,468	+ 103.9
Canada	11,327	20,935	+ 84.8	16,708,300	34,464,246	+ 106.3

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
MAY, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,023	4,137	+ 104.5	1,035,661	2,845,716	+ 174.8
Quebec	3,475	8,053	+ 131.7	2,249,449	6,746,898	+ 199.9
Ontario	10,422	21,544	+ 106.7	5,253,070	15,417,883	+ 193.5
Manitoba	1,149	2,439	+ 112.3	631,230	1,725,578	+ 173.4
Saskatchewan	1,581	2,576	+ 62.9	902,259	1,849,435	+ 105.0
Alberta	2,204	3,807	+ 72.7	1,349,031	2,836,443	+ 110.3
British Columbia	2,523	3,566	+ 41.3	1,272,953	2,963,152	+ 132.8
Canada	23,377	46,122	+ 97.3	12,693,653	34,385,105	+ 170.9
Commercial Vehicles						
Atlantic Provinces	726	992	+ 36.6	466,065	721,356	+ 54.8
Quebec	1,099	1,661	+ 51.1	1,021,412	1,714,540	+ 67.9
Ontario	1,958	2,416	+ 23.4	1,468,813	2,045,284	+ 39.2
Manitoba	319	387	+ 21.3	220,806	296,229	+ 34.2
Saskatchewan	496	699	+ 40.9	325,313	566,221	+ 74.1
Alberta	693	961	+ 38.7	521,498	933,612	+ 79.0
British Columbia	518	592	+ 14.3	458,694	615,466	+ 34.2
Canada	5,809	7,708	+ 32.7	4,482,601	6,892,708	+ 53.8
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,749	5,129	+ 86.6	1,501,726	3,567,072	+ 137.5
Quebec	4,574	9,714	+ 112.4	3,270,861	8,461,438	+ 158.7
Ontario	12,380	23,960	+ 93.6	6,721,883	17,463,167	+ 159.8
Manitoba	1,468	2,826	+ 92.5	852,036	2,021,807	+ 137.3
Saskatchewan	2,077	3,275	+ 57.7	1,227,572	2,415,656	+ 96.8
Alberta	2,897	4,768	+ 64.6	1,870,529	3,770,055	+ 101.6
British Columbia	3,041	4,158	+ 36.7	1,731,647	3,578,618	+ 106.7
Canada	29,186	53,830	+ 84.4	17,176,254	41,277,813	+ 140.3

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1952

New Motor Vehicle Sales

For the second time during 1952, monthly sales of new motor vehicles were higher than in the corresponding period in 1951. There were 43,573 new vehicles sold in June this year with a retail value of \$107,336,831, an increase of 33% in number and 28% in value over the 32,680 vehicles retailed for \$83,749,780 in June 1951. Sales of both passenger cars and commercial vehicles increased during this period. Passenger cars, which sold for \$80,891,562, numbered 32,973 during June 1952 as compared with 23,033 passenger cars valued at \$59,780,450 sold during June 1951. Sales of commercial vehicles increased 10% in number and value over the same period last year.

During the first half of 1952, there were 213,753 new vehicles sold for \$540,059,416, a decline of 12% in number and 8% in value from the same period in 1951. Total passenger car sales during the first six months of 1952 amounted to 155,381, a drop of 14% from the same period a year ago.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, June, 1951 and 1952

Province	Number of Units		Retail Value	
	1951	1952	1951	1952
Atlantic Provinces	12	2	202,618	44,195
Quebec	21	45	406,473	1,050,196
Ontario	26	13	425,818	169,245
Manitoba	4	3	63,984	51,814
Saskatchewan	-	-	-	-
Alberta	2	12	39,218	246,941
British Columbia	-	1	-	19,998
Canada	65	76	1,138,111	1,582,389

Financing of Motor Vehicle Sales

New Vehicles-

The number of new vehicle sales financed in June increased 61% over June 1951 while the amount of financing was 86% higher. New passenger car sales financed, with gains of 96% in number and 140% in amount of financing, accounted for the greater part of the increase. Commercial vehicle sales financed increased 7% in number and 25% in value over June 1951.

During the first six months of 1952 financing of sales of new vehicles increased 27% in the number financed and 40% in the amount of financing over the same period last year.

Used Vehicles-

The number of used vehicles financed and the amount of financing in both the passenger and commercial classes were greater in June 1952 than in the same month last year.

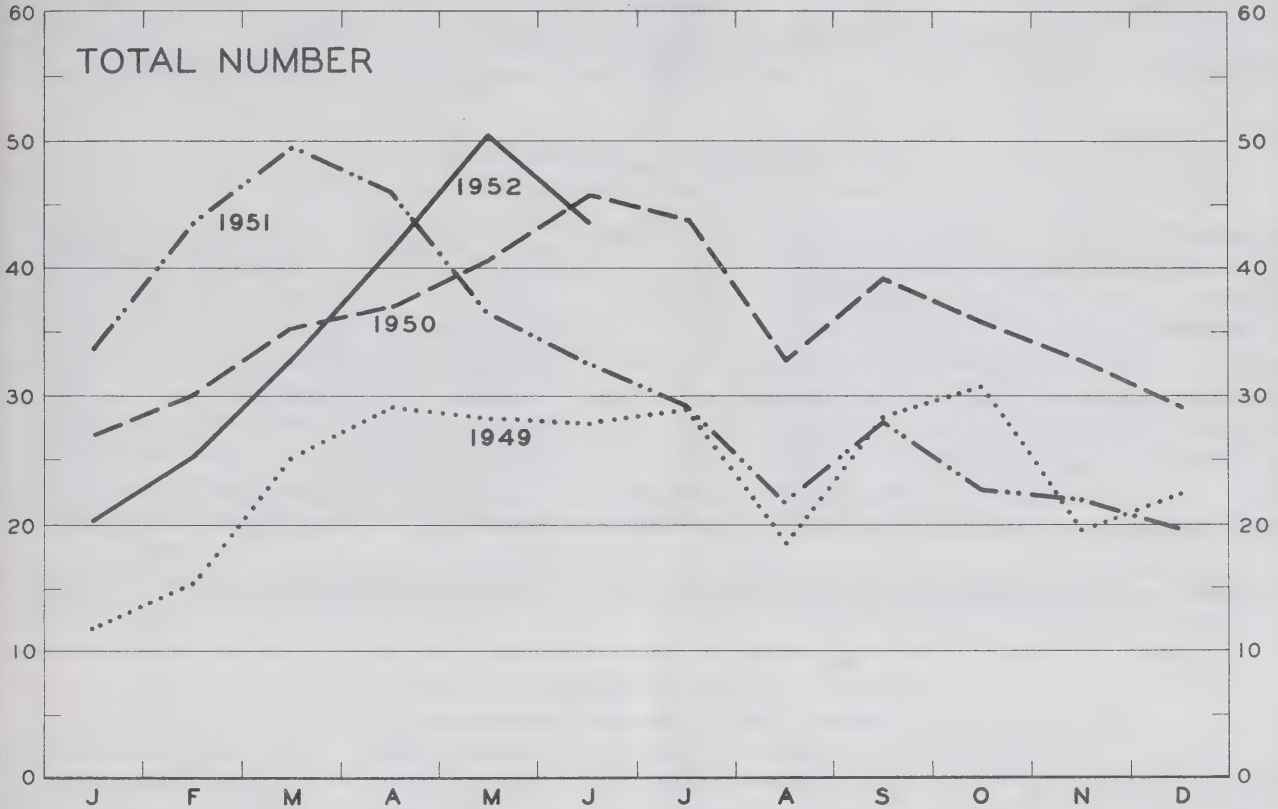
During the first half of 1952 the number of used vehicles financed increased 61% in the number financed and 86% in the amount of financing over the same period in 1951.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for June and for the January-June period of this year and last.

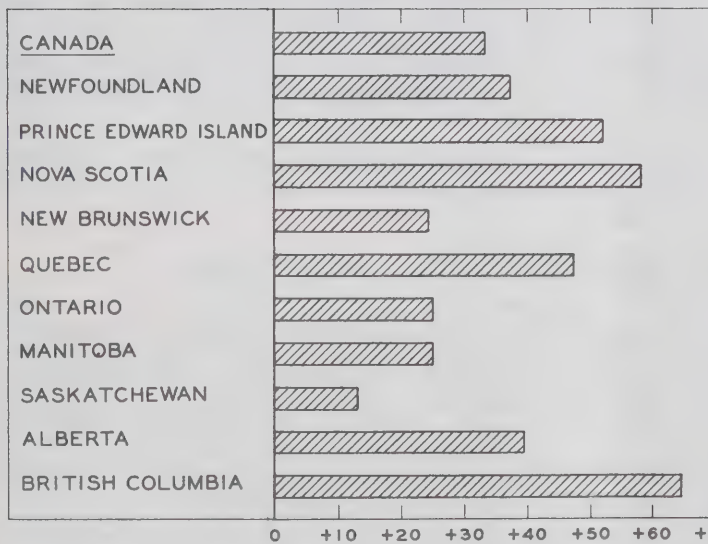
Month and Item	Passenger Cars		Commercial Vehicles	
	1951	1952	1951	1952
June				
No. Sold	23,033	32,973	9,647	10,600
No. Financed	7,182	14,078	4,563	4,884
% of Sales Financed	31.2	42.7	47.3	46.1
Jan. - June				
No. Sold	181,619	155,381	60,598	58,372
No. Financed	45,241	59,103	20,286	24,097
% of Sales Financed	24.9	38.0	33.5	41.3

NEW MOTOR VEHICLE SALES 1949-50-51-52

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

JUNE



JANUARY TO JUNE

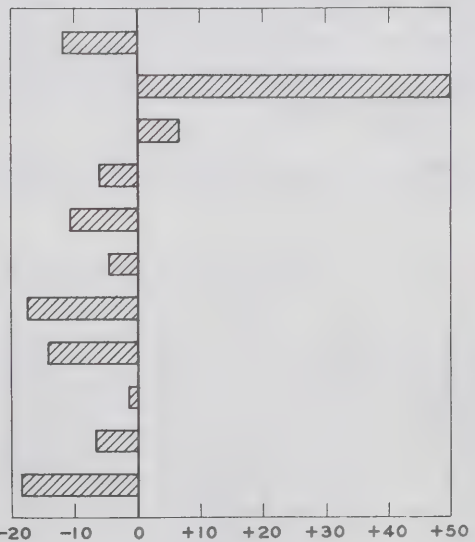


TABLE 1 New Motor Vehicle Sales, by Provinces
JUNE 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	205	314	+ 53.2	511,761	728,621	+ 42.4
Prince Edward Island...	86	118	+ 37.2	218,875	278,590	+ 27.3
Nova Scotia	615	1,081	+ 75.8	1,525,968	2,565,596	+ 68.1
New Brunswick	594	905	+ 52.4	1,528,032	2,210,068	+ 44.6
Quebec	3,992	6,544	+ 63.9	10,643,219	16,363,803	+ 53.8
Ontario	10,355	13,418	+ 29.6	26,846,652	33,066,580	+ 23.2
Manitoba	1,461	1,982	+ 35.7	3,770,759	4,775,992	+ 26.7
Saskatchewan	1,948	2,390	+ 22.7	5,048,877	5,867,378	+ 16.2
Alberta	2,066	2,969	+ 43.7	5,449,200	7,386,533	+ 35.6
British Columbia	1,711	3,252	+ 90.1	4,237,107	7,648,401	+ 80.5
Canada	23,033	32,973	+ 43.2	59,780,450	80,891,562	+ 35.3
Commercial Vehicles						
Newfoundland	130	147	+ 13.1	277,861	312,274	+ 12.4
Prince Edward Island...	49	87	+ 77.6	95,726	180,876	+ 89.0
Nova Scotia	330	414	+ 25.5	782,763	897,628	+ 14.7
New Brunswick	366	288	- 21.3	873,437	697,709	- 20.1
Quebec	1,780	1,965	+ 10.4	5,276,884	5,908,542	+ 12.0
Ontario	3,346	3,691	+ 10.3	8,166,332	8,318,742	+ 1.9
Manitoba	586	575	- 1.9	1,330,352	1,395,984	+ 4.9
Saskatchewan	1,193	1,159	- 2.8	2,579,728	2,681,476	+ 3.9
Alberta	1,109	1,463	+ 31.9	2,615,505	3,900,666	+ 49.1
British Columbia	758	811	+ 7.0	1,970,742	2,151,372	+ 9.2
Canada	9,647	10,600	+ 9.9	23,969,330	26,445,269	+ 10.3
Total — Passenger Cars and Commercial Vehicles						
Newfoundland	335	461	+ 37.6	789,622	1,040,895	+ 31.8
Prince Edward Island...	135	205	+ 51.9	314,601	459,466	+ 46.0
Nova Scotia	945	1,495	+ 58.2	2,308,731	3,463,224	+ 50.0
New Brunswick	960	1,193	+ 24.3	2,401,469	2,907,777	+ 21.1
Quebec	5,772	8,509	+ 47.4	15,920,103	22,272,345	+ 39.9
Ontario	13,701	17,109	+ 24.9	35,012,984	41,385,322	+ 18.2
Manitoba	2,047	2,557	+ 24.9	5,101,111	6,171,976	+ 21.0
Saskatchewan	3,141	3,549	+ 13.0	7,628,605	8,548,854	+ 12.1
Alberta	3,175	4,432	+ 39.6	8,064,705	11,287,199	+ 40.0
British Columbia	2,469	4,063	+ 64.6	6,207,849	9,799,773	+ 57.9
Canada	32,680	43,573	+ 33.3	83,749,780	107,336,831	+ 28.2

(1) Revised

TABLE 2 New Motor Vehicle Sales, by Provinces
JANUARY-TO-JUNE, 1951 AND 1952

5

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
	%			\$	\$	%
Passenger Cars						
Newfoundland	1,215	1,699	+ 39.8	2,860,430	4,058,985	+ 41.9
Prince Edward Island...	759	725	- 4.5	1,797,116	1,772,908	- 1.3
Nova Scotia	5,877	5,329	- 9.3	13,865,014	13,054,775	- 5.8
New Brunswick	4,952	4,333	- 12.5	11,736,084	10,690,501	- 8.9
Quebec	34,023	32,446	- 4.6	86,112,388	83,952,186	- 2.5
Ontario	82,175	66,116	- 19.5	201,037,036	167,430,548	- 16.7
Manitoba	10,268	8,686	- 15.4	24,924,787	21,691,853	- 13.0
Saskatchewan	10,676	10,146	- 5.0	25,885,977	25,471,858	- 1.6
Alberta	14,565	12,852	- 11.8	35,669,986	32,838,298	- 7.9
British Columbia	17,109	13,049	- 23.7	39,297,922	31,019,085	- 21.1
Canada	181,619	155,381	- 14.4	443,186,740	391,980,997	- 11.6
Commercial Vehicles						
Newfoundland	500	872	+ 74.4	1,063,725	1,882,720	+ 77.0
Prince Edward Island...	410	522	+ 27.3	817,349	1,084,551	+ 32.7
Nova Scotia	2,012	2,076	+ 3.2	4,254,993	4,666,857	+ 9.7
New Brunswick	1,962	1,854	- 5.5	4,480,436	4,405,635	- 1.7
Quebec	11,324	10,844	- 4.2	28,845,851	31,430,465	+ 9.0
Ontario	22,287	20,017	- 10.2	52,513,667	49,711,177	- 5.3
Manitoba	3,669	3,263	- 11.1	7,972,745	7,988,002	+ 0.2
Saskatchewan	5,971	6,274	+ 5.1	12,360,309	14,500,039	+ 17.3
Alberta	7,460	7,689	+ 3.1	16,411,069	19,144,476	+ 16.7
British Columbia	5,003	4,961	- 0.8	13,246,672	13,264,497	+ 0.1
Canada	60,598	58,372	- 3.7	141,966,816	148,078,419	+ 4.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	1,715	2,571	+ 49.9	3,924,155	5,941,705	+ 51.4
Prince Edward Island...	1,169	1,247	+ 6.7	2,614,465	2,857,459	+ 9.3
Nova Scotia	7,889	7,405	- 6.1	18,120,007	17,721,632	- 2.2
New Brunswick	6,914	6,187	- 10.5	16,216,520	15,096,136	- 6.9
Quebec	45,347	43,290	- 4.5	114,958,239	115,382,651	+ 0.4
Ontario	104,462	86,133	- 17.5	253,550,703	217,141,725	- 14.4
Manitoba	13,937	11,949	- 14.3	32,897,532	29,679,855	- 9.8
Saskatchewan	16,647	16,420	- 1.4	38,246,286	39,971,897	+ 4.5
Alberta	22,025	20,541	- 6.7	52,081,055	51,982,774	- 0.2
British Columbia	22,112	18,010	- 18.6	52,544,594	44,283,582	- 15.7
Canada	242,217	213,753	- 11.8	585,153,556	540,059,416	- 7.7

(1) Revised

TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces

JUNE, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	593	1,278	+ 115.5	727,518	1,963,909	+ 170.7
Quebec	1,626	3,185	+ 95.9	2,431,707	5,642,348	+ 132.0
Ontario	2,734	5,205	+ 90.4	3,346,763	7,986,213	+ 138.6
Manitoba	411	754	+ 83.5	512,279	1,131,204	+ 120.8
Saskatchewan	566	857	+ 51.4	754,669	1,321,864	+ 75.2
Alberta	722	1,623	+ 124.8	945,305	2,635,635	+ 178.8
British Columbia	530	1,176	+ 121.9	713,161	1,973,993	+ 176.8
Canada	7,182	14,078	+ 96.0	9,431,402	22,655,166	+ 140.2
Commercial Vehicles						
Atlantic Provinces	406	500	+ 23.2	639,919	884,570	+ 38.2
Quebec	1,247	1,148	- 7.9	2,549,882	2,622,833	+ 2.9
Ontario	1,334	1,374	+ 3.0	2,303,171	2,780,815	+ 20.7
Manitoba	216	239	+ 10.6	367,728	394,624	+ 7.3
Saskatchewan	465	427	- 8.2	717,307	896,189	+ 24.9
Alberta	518	817	+ 57.7	929,384	1,970,452	+ 112.0
British Columbia	377	379	+ 0.5	855,661	892,923	+ 4.4
Canada	4,563	4,884	+ 7.0	8,363,052	10,442,406	+ 24.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	999	1,778	+ 78.0	1,367,437	2,848,479	+ 108.3
Quebec	2,873	4,333	+ 50.8	4,981,589	8,265,181	+ 65.9
Ontario	4,068	6,579	+ 61.7	5,649,934	10,767,028	+ 90.6
Manitoba	627	993	+ 58.4	880,007	1,525,828	+ 73.4
Saskatchewan	1,031	1,284	+ 24.5	1,471,976	2,218,053	+ 50.7
Alberta	1,240	2,440	+ 96.8	1,874,689	4,606,087	+ 145.7
British Columbia	907	1,555	+ 71.4	1,568,822	2,866,916	+ 82.7
Canada	11,745	18,962	+ 61.4	17,794,454	33,097,572	+ 86.0

(1) Revised

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
JANUARY-TO-JUNE, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	3,245	4,749	+ 46.3	4,175,783	6,807,403	+ 63.0
Quebec	9,856	13,590	+ 37.9	15,014,180	21,760,208	+ 44.9
Ontario	18,338	23,619	+ 28.8	24,106,258	32,632,017	+ 35.4
Manitoba	2,367	3,075	+ 29.9	3,151,416	4,234,827	+ 34.4
Saskatchewan	2,670	3,554	+ 33.1	3,625,402	5,074,353	+ 40.0
Alberta	4,399	5,734	+ 30.3	6,119,184	8,642,889	+ 41.2
British Columbia	4,366	4,782	+ 9.5	6,100,336	7,065,463	+ 15.8
Canada	45,241	59,103	+ 30.6	62,292,559	86,217,160	+ 38.4
Commercial Vehicles						
Atlantic Provinces	1,655	2,193	+ 32.8	2,491,045	3,774,263	+ 51.5
Quebec	5,237	6,114	+ 16.7	9,848,982	13,776,838	+ 39.9
Ontario	6,509	7,252	+ 11.4	10,603,388	13,868,699	+ 30.8
Manitoba	1,121	1,210	+ 7.9	1,744,082	2,180,410	+ 25.0
Saskatchewan	1,558	1,874	+ 20.3	2,453,088	3,826,337	+ 56.0
Alberta	2,429	3,368	+ 38.7	4,177,801	7,406,968	+ 77.3
British Columbia	1,777	2,081	+ 17.1	3,421,171	4,698,797	+ 37.3
Canada	20,286	24,097	+ 18.8	34,739,557	49,532,312	+ 42.6
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,900	6,947	+ 41.8	6,666,828	10,581,666	+ 58.7
Quebec	15,093	19,704	+ 30.6	24,863,162	35,537,046	+ 42.9
Ontario	24,847	30,871	+ 24.2	34,709,646	46,500,716	+ 34.0
Manitoba	3,488	4,285	+ 22.8	4,895,498	6,415,237	+ 31.0
Saskatchewan	4,228	5,428	+ 28.4	6,078,490	8,900,690	+ 46.4
Alberta	6,828	9,102	+ 33.3	10,296,985	16,049,857	+ 55.9
British Columbia	6,143	6,863	+ 11.7	9,521,507	11,764,260	+ 23.6
Canada	65,527	83,200	+ 27.0	97,032,116	135,749,472	+ 40.0

(1) Revised

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
JUNE, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951(1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,241	3,945	+ 76.0	1,151,767	2,842,867	+ 146.8
Quebec	3,843	7,454	+ 94.0	2,475,109	6,461,417	+ 161.1
Ontario	11,852	20,200	+ 70.4	5,831,918	15,165,796	+ 160.0
Manitoba	1,284	2,281	+ 77.6	686,967	1,704,157	+ 148.1
Saskatchewan	1,773	2,608	+ 47.1	1,007,885	1,972,395	+ 95.7
Alberta	2,451	4,788	+ 95.3	1,464,852	3,990,228	+ 172.4
British Columbia	2,300	3,712	+ 61.4	1,302,979	3,344,552	+ 156.7
Canada	25,744	44,988	+ 74.8	13,921,477	35,481,412	+ 155.0
Commercial Vehicles						
Atlantic Provinces	790	1,047	+ 32.5	521,586	759,383	+ 45.6
Quebec	1,186	1,499	+ 26.4	1,120,056	1,525,607	+ 36.2
Ontario	1,984	2,207	+ 111.2	1,448,406	2,014,316	+ 39.1
Manitoba	302	352	+ 16.6	210,222	271,457	+ 29.1
Saskatchewan	474	568	+ 19.8	312,653	470,976	+ 50.6
Alberta	657	1,045	+ 59.1	530,084	1,093,114	+ 106.2
British Columbia	570	516	- 9.5	505,795	563,243	+ 11.4
Canada	5,963	7,234	+ 21.3	4,648,802	6,698,096	+ 44.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,3031	4,992	+ 64.7	1,673,353	3,602,250	+ 115.3
Quebec	5,029	8,953	+ 78.0	3,595,165	7,987,024	+ 122.2
Ontario	13,836	22,407	+ 61.9	7,280,324	17,180,112	+ 136.0
Manitoba	1,586	2,633	+ 66.0	897,189	1,975,614	+ 120.2
Saskatchewan	2,247	3,176	+ 41.3	1,320,538	2,443,371	+ 84.4
Alberta	3,108	5,833	+ 87.7	1,994,936	5,083,342	+ 154.8
British Columbia	2,870	4,228	+ 47.3	1,808,774	3,907,795	+ 116.0
Canada	31,707	52,222	+ 64.7	18,570,279	42,179,508	+ 117.1

(1) Revised

TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
JANUARY - TO- JUNE 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	10,061	15,906	+ 58.1	5,642,723	10,714,724	+ 89.9
Quebec	15,842	30,881	+ 94.9	11,192,116	25,114,172	+ 124.4
Ontario	55,439	90,701	+ 63.6	31,990,188	60,472,082	+ 89.0
Manitoba	5,473	9,875	+ 80.4	3,309,059	6,863,909	+ 107.4
Saskatchewan	5,912	10,269	+ 73.7	3,537,439	7,223,047	+ 104.2
Alberta	10,948	18,403	+ 68.1	7,207,483	13,704,639	+ 90.1
British Columbia	12,351	16,616	+ 34.5	7,984,272	12,756,182	+ 59.8
Canada	116,026	192,651	+ 66.0	70,863,280	136,848,755	+ 93.1
Commercial Vehicles						
Atlantic Provinces	3,299	4,361	+ 32.2	2,102,874	3,140,512	+ 49.3
Quebec	4,607	6,941	+ 50.7	4,370,958	7,110,897	+ 62.7
Ontario	8,769	11,474	+ 30.8	6,423,740	9,678,289	+ 50.7
Manitoba	1,399	1,835	+ 31.2	1,015,330	1,435,389	+ 41.4
Saskatchewan	1,721	2,756	+ 60.1	1,199,086	2,242,233	+ 87.0
Alberta	3,232	4,877	+ 50.9	2,532,297	4,660,890	+ 84.1
British Columbia	2,372	2,969	+ 25.2	2,128,984	3,026,238	+ 42.1
Canada	25,399	35,213	+ 38.6	19,773,269	31,294,448	+ 58.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	13,360	20,267	+ 51.7	7,745,597	13,855,236	+ 78.9
Quebec	20,449	37,822	+ 85.0	15,563,074	32,225,069	+ 107.1
Ontario	64,208	102,175	+ 59.1	38,413,928	70,150,371	+ 82.6
Manitoba	6,872	11,710	+ 70.4	4,324,389	8,299,298	+ 91.9
Saskatchewan	7,633	13,025	+ 70.6	4,736,525	9,465,280	+ 99.8
Alberta	14,180	23,280	+ 64.2	9,739,780	18,365,529	+ 88.6
British Columbia	14,723	19,585	+ 33.0	10,113,256	15,782,420	+ 56.1
Canada	141,425	227,864	+ 61.1	90,636,549	168,143,203	+ 85.5

(1) Revised

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1952

LIBRARY

1974

New Motor Vehicle Sales

The upward trend in sales of new motor vehicles which began in May this year, continued during August but to a less pronounced degree. There were 26,823 new vehicles sold in August 1952 for a retail value of \$66,208,586, an increase of 24% in number and 20% in value over August 1951. All provinces reported increases over last year.

Passenger car sales increased 26% in number and 20% in retail value over August 1951. Commercial vehicle sales were 20% higher in number and retail value than in the same period last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, August, 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	3	-	27,239	-
Quebec	18	28	372,355	658,285
Ontario	25	19	271,717	211,263
Manitoba	4	5	68,575	82,297
Saskatchewan	-	-	-	-
Alberta	1	1	8,616	9,609
British Columbia	1	1	8,600	15,801
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Canada	52	54	757,102	977,255
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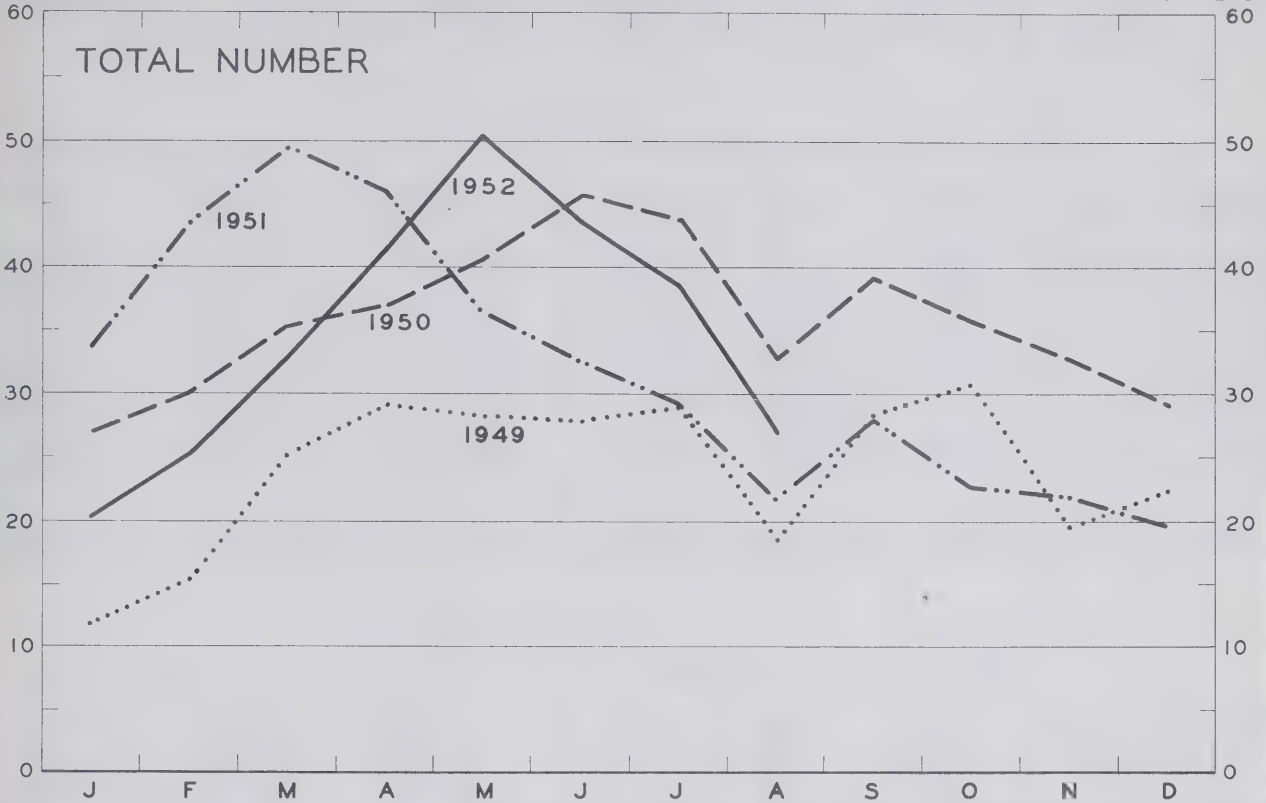
Financing of Motor Vehicle Sales

New Vehicles.-New motor vehicle sales financed in August 1952 increased 17% in number and 41% in amount of financing over the same period a year ago.

Financing of passenger cars was solely responsible for the increase. There were 9,524 new passenger cars financed to the extent of \$15,774,474 in August 1952, an increase of 35% in number and 74% in value over August 1951. New commercial vehicles financed decreased 12% in number but showed a slight increase of 2% in the amount of financing.

Used Vehicles.-Financing of sales of used vehicles which has been following an upward trend throughout 1952 continued to climb during August but to a lesser degree than in previous months. The number of used passenger cars financed increased 33% in number and 93% in amount of financing over August 1951. Financing of used commercial vehicles was 9% in number and 23% higher in the amount of financing than in the same period last year.

NEW MOTOR VEHICLE SALES 1949-50-51-52

THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

AUGUST

JANUARY TO AUGUST

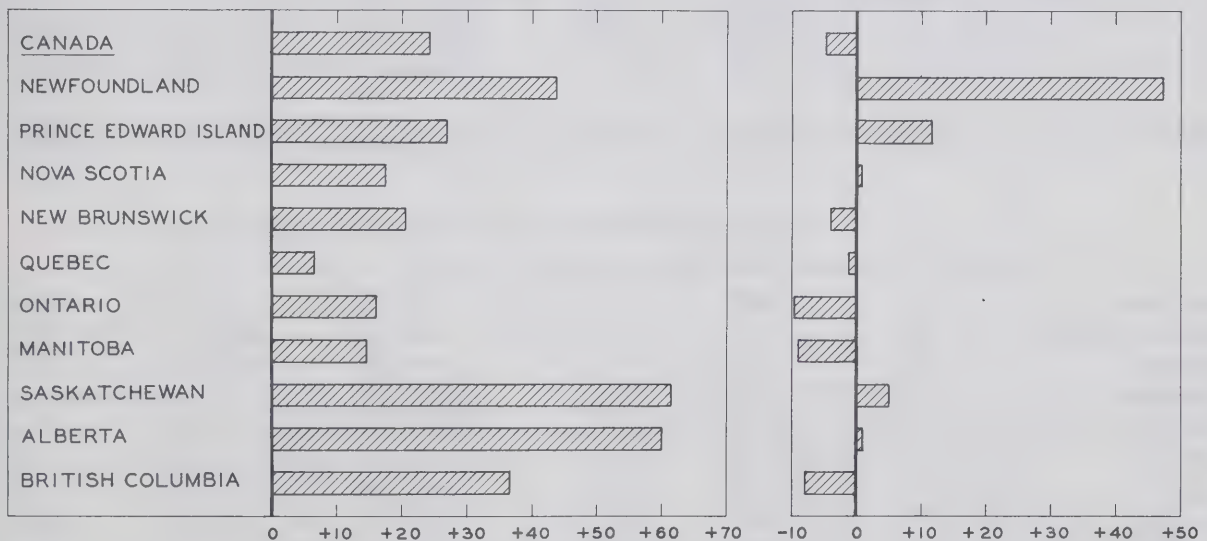


TABLE 1 New Motor Vehicle Sales, by Provinces
August, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
	Passenger Cars					
Newfoundland	154	219	+ 42.2	371,841	495,688	+ 33.3
Prince Edward Island...	79	84	+ 6.3	192,391	192,446	(2)
Nova Scotia	464	533	+ 14.9	1,154,820	1,275,768	+ 10.5
New Brunswick	369	478	+ 29.5	938,953	1,179,147	+ 25.6
Quebec	3,514	3,715	+ 5.7	9,215,218	9,352,157	+ 1.5
Ontario	5,893	6,971	+ 18.3	14,796,477	16,631,204	+ 12.4
Manitoba	907	1,091	+ 20.3	2,283,767	2,561,726	+ 12.2
Saskatchewan	845	1,432	+ 69.5	2,195,155	3,434,366	+ 56.5
Alberta	1,088	1,834	+ 68.6	2,752,607	4,560,911	+ 65.7
British Columbia	1,164	1,918	+ 64.8	2,758,106	4,391,302	+ 59.2
Canada	14,477	18,275	+ 26.2	36,659,335	44,074,715	+ 20.2
	Commercial Vehicles					
Newfoundland	87	127	+ 46.0	179,701	269,482	+ 50.0
Prince Edward Island...	44	72	+ 63.6	87,068	149,016	+ 71.1
Nova Scotia	228	280	+ 22.8	504,613	667,086	+ 32.2
New Brunswick	255	273	+ 7.1	612,799	597,261	- 2.5
Quebec	1,413	1,528	+ 8.1	3,990,412	4,382,483	+ 9.8
Ontario	1,843	1,996	+ 8.3	5,478,745	5,565,921	+ 1.6
Manitoba	600	634	+ 5.7	1,351,389	1,526,061	+ 12.9
Saskatchewan	990	1,526	+ 54.1	2,180,544	3,562,771	+ 63.4
Alberta	958	1,437	+ 50.0	2,287,233	3,620,489	+ 58.3
British Columbia	736	675	- 8.3	1,749,396	1,793,301	+ 2.5
Canada	7,154	8,548	+ 19.5	18,421,900	22,133,871	+ 20.1
	Total — Passenger Cars and Commercial Vehicles					
Newfoundland	241	346	+ 43.6	551,542	765,170	+ 38.7
Prince Edward Island...	123	156	+ 26.8	279,459	341,462	+ 22.2
Nova Scotia	692	813	+ 17.5	1,659,433	1,942,854	+ 17.1
New Brunswick	624	751	+ 20.4	1,551,752	1,776,408	+ 14.5
Quebec	4,927	5,243	+ 6.4	13,205,630	13,734,640	+ 4.0
Ontario	7,736	8,967	+ 15.9	20,275,222	22,197,125	+ 9.5
Manitoba	1,507	1,725	+ 14.5	3,635,156	4,087,787	+ 12.5
Saskatchewan	1,835	2,958	+ 61.2	4,375,699	6,997,137	+ 59.9
Alberta	2,046	3,271	+ 59.9	5,039,840	8,181,400	+ 62.3
British Columbia	1,900	2,593	+ 36.5	4,507,502	6,184,603	+ 37.2
Canada	21,631	26,823	+ 24.0	55,081,235	66,208,586	+ 20.2

(1) Revised
(2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
August, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	531	810	+ 52.5	642,191	1,277,929	+ 99.0
Quebec	1,656	2,221	+ 34.1	2,417,837	4,039,402	+ 67.1
Ontario	2,671	3,424	+ 28.2	3,170,913	5,420,932	+ 71.0
Manitoba	431	511	+ 18.6	535,822	783,634	+ 46.2
Saskatchewan	488	566	+ 16.0	655,631	894,041	+ 36.4
Alberta	757	986	+ 30.3	1,002,836	1,645,507	+ 64.1
British Columbia	510	1,006	+ 97.3	616,161	1,713,029	+178.0
Canada	7,044	9,524	+ 35.2	9,041,391	15,774,474	+ 74.4
Commercial Vehicles						
Atlantic Provinces	371	371	(2)	580,038	617,828	+ 6.5
Quebec	1,127	806	- 28.5	2,339,688	1,802,746	- 22.9
Ontario	1,259	949	- 24.6	2,186,795	2,006,988	- 8.2
Manitoba	245	208	- 15.1	380,039	394,937	+ 3.9
Saskatchewan	388	441	+ 13.7	614,282	844,238	+ 37.4
Alberta	537	662	+ 23.3	1,027,492	1,574,390	+ 53.2
British Columbia	350	325	- 7.1	734,007	749,780	+ 2.1
Canada	4,277	3,762	- 12.0	7,862,341	7,990,907	+ 1.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	902	1,181	+ 30.9	1,222,229	1,895,757	+ 55.1
Quebec	2,783	3,027	+ 8.8	4,757,525	5,842,148	+ 22.8
Ontario	3,930	4,373	+ 11.3	5,357,708	7,427,920	+ 34.9
Manitoba	676	719	+ 6.4	915,861	1,178,571	+ 28.7
Saskatchewan	876	1,007	+ 15.0	1,269,913	1,738,279	+ 36.9
Alberta	1,294	1,648	+ 27.4	2,030,328	3,219,897	+ 58.6
British Columbia	860	1,331	+ 54.8	1,350,168	2,462,809	+ 82.4
Canada	11,321	13,286	+ 17.4	16,903,732	23,765,381	+ 40.6

(1) Revised

(2) Unchanged

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
	Passenger Cars					
Atlantic Provinces	2,095	2,884	+ 37.7	1,095,970	2,060,585	+ 88.0
Quebec	3,663	5,201	+ 42.0	2,327,286	4,514,361	+ 94.0
Ontario	11,244	14,360	+ 27.7	5,590,464	10,750,922	+ 92.3
Manitoba	1,166	1,564	+ 34.1	642,014	1,181,471	+ 84.0
Saskatchewan	1,323	1,662	+ 25.6	769,585	1,261,427	+ 63.9
Alberta	2,268	3,108	+ 37.0	1,342,748	2,576,582	+ 91.9
British Columbia	2,203	3,193	+ 44.9	1,255,285	2,807,489	+123.7
Canada	23,962	31,972	+ 33.4	13,023,352	25,152,837	+ 93.1
	Commercial Vehicles					
Atlantic Provinces	695	786	+ 13.1	476,949	536,011	+ 12.4
Quebec	1,122	1,158	+ 3.2	1,089,565	1,200,142	+ 10.1
Ontario	1,883	1,898	+ 0.8	1,348,642	1,638,441	+ 21.5
Manitoba	283	304	+ 7.4	204,136	228,636	+ 20.0
Saskatchewan	576	724	+ 25.7	395,107	584,371	+ 47.9
Alberta	701	904	+ 29.0	561,143	910,388	+ 62.2
British Columbia	532	533	+ 0.2	491,418	506,667	+ 3.1
Canada	5,792	6,307	+ 8.9	4,566,960	5,604,656	+ 22.7
	Total — Passenger Cars and Commercial Vehicles					
Atlantic Provinces	2,790	3,670	+ 31.5	1,572,919	2,596,596	+ 65.1
Quebec	4,785	6,359	+ 32.9	3,416,851	5,714,503	+ 67.2
Ontario	13,127	16,258	+ 23.9	6,939,106	12,389,363	+ 78.5
Manitoba	1,449	1,868	+ 28.9	846,150	1,410,107	+ 66.6
Saskatchewan	1,899	2,386	+ 25.6	1,164,692	1,845,798	+ 58.5
Alberta	2,969	4,012	+ 35.1	1,903,891	3,486,970	+ 83.1
British Columbia	2,735	3,726	+ 36.2	1,746,703	3,314,156	+ 89.7
Canada	29,754	38,279	+ 28.7	17,590,312	30,757,493	+ 74.9

(1) Revised
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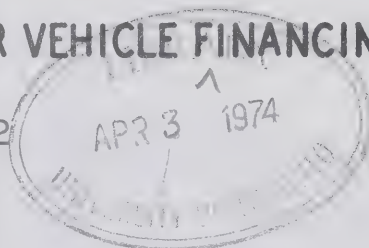
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1952

New Motor Vehicle Sales

Sales of new motor vehicles continued higher in September than in the same month last year. There were 31,861 new vehicles sold in September 1952 for a retail value of \$78,495,563, an increase of 1% in number and 11% in value over September 1951. Sales of both passenger cars and commercial vehicles were higher during this period. Passenger car sales increased 20% in number and 12% in retail value over September a year ago. Commercial vehicle sales were 2% higher in number and 8% higher in value than in September 1951.

In spite of the upward trend in sales of new motor vehicles which began in May 1952, cumulative figures for the first nine months of this year were still slightly below the total for the corresponding period of 1951. There were 310,947 new vehicles retailed for \$779,842,681 during the period from January to September 1952, a decline of 3% in number and less than 1% in value from the 321,104 new vehicles sold for \$785,608,902 during the first nine months of 1951. Passenger car sales were 4% lower in number and 3% lower in value during the first nine months of 1952 as compared with the same period last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section.

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

Sales of Buses, September 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	1951	1952	1951	1952
Atlantic Provinces	-	10	-	140,630
Quebec	16	81	415,762	1,760,008
Ontario	36	7	881,067	67,165
Manitoba	5	7	87,380	119,388
Saskatchewan	-	-	-	-
Alberta	2	-	38,312	-
British Columbia	1	-	8,465	-
<hr/>				
Canada	60	105	1,430,986	2,087,191

Financing of Motor Vehicle Sales

New Vehicles-

There was an increase of 45% in the number of new vehicles financed during September compared with the same month last year while the amount of financing was 64% greater. New passenger car financing accounted for the greater part of this increase with 79% more cars financed for a gain of 127% in amount of financing. The financing of commercial vehicles showed little change from September of last year. There was a decline of 3% in the number of vehicles financed and an increase of 4% in the amount.

Financing of new vehicles during the first nine months of 1952 was 31% greater in number and 48% greater in amount than for the same period of 1951.

Used Vehicles-

The number of vehicles and the amount financed was greater than last September for both used passenger and used commercial vehicles. Similar to new vehicles, financing of passenger cars showed much greater gains than commercial vehicles. The amount of used passenger car financing was 106% greater in September 1952 than in the same month last year. At September 30, used passenger car financing was 100% above the amount financed during the first nine months of 1951. The number of total used vehicles financed was 53% greater and the amount 87% above the January to September period of last year.

Sales and Financing of New Vehicles Compared

The following table shows a comparison of the sales and financing of new motor vehicles for September and for the Jan.-Sept. period of this year and last.

<u>Month and Item</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
September				
No. Sold	18,582	22,268	9,414	9,593
No. Financed	5,684	10,192	4,114	3,989
% of Sales Financed	30.6	45.8	43.7	41.6
Jan.-Sept.				
No. Sold	235,387	225,178	85,717	85,769
No. Financed	65,483	92,802	32,809	36,127
% of Sales Financed	27.8	41.2	38.3	42.1

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1951(REVISED) - 1952

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

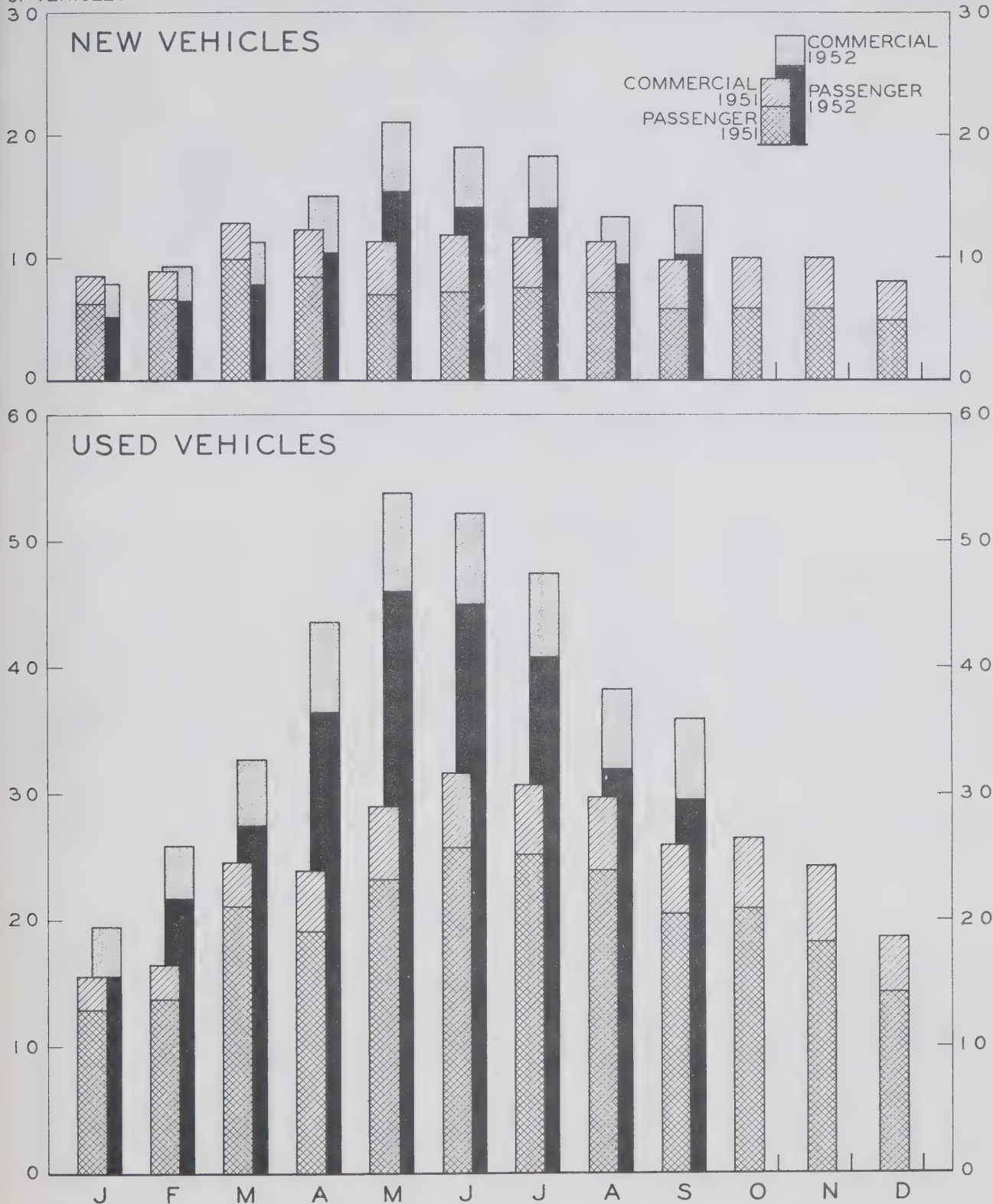


TABLE 1 New Motor Vehicle Sales, by Provinces
September, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	202	229	+ 13.4	521,164	514,834	- 1.2
Prince Edward Island...	113	109	- 3.5	282,149	247,113	- 12.4
Nova Scotia	529	685	+ 29.5	1,312,763	1,604,118	+ 22.2
New Brunswick	478	569	+ 19.0	1,207,116	1,312,961	+ 8.8
Quebec	3,662	4,091	+ 11.7	9,579,262	9,758,352	+ 1.9
Ontario	7,383	9,974	+ 35.1	18,875,645	24,223,197	+ 28.3
Manitoba	1,275	1,312	+ 2.9	3,190,279	3,068,357	- 3.8
Saskatchewan	1,657	1,324	- 20.1	4,150,217	3,201,963	- 22.8
Alberta	1,678	1,913	+ 14.0	4,289,899	4,639,640	+ 8.2
British Columbia	1,605	2,062	+ 28.5	3,916,933	4,653,350	+ 18.8
Canada	18,582	22,268	+ 19.8	47,325,427	53,223,885	+ 12.5
Commercial Vehicles						
Newfoundland	128	189	+ 47.7	267,618	402,162	+ 50.3
Prince Edward Island...	77	58	- 24.7	155,947	115,795	- 25.7
Nova Scotia	297	279	- 6.1	596,549	660,970	+ 10.8
New Brunswick	294	228	- 22.4	687,194	549,682	- 20.0
Quebec	1,638	1,551	- 5.3	4,343,422	5,601,277	+ 29.0
Ontario	2,714	3,085	+ 13.7	7,841,953	7,848,435	+ 0.1
Manitoba	584	636	+ 8.9	1,345,168	1,529,406	+ 13.7
Saskatchewan	1,435	1,222	- 14.8	3,057,478	2,746,263	- 10.2
Alberta	1,518	1,626	+ 7.1	3,453,244	3,938,754	+ 14.1
British Columbia	729	719	- 1.4	1,761,517	1,878,934	+ 6.7
Canada	9,414	9,593	+ 1.9	23,510,090	25,271,678	+ 7.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	330	418	+ 26.7	788,782	916,996	+ 16.3
Prince Edward Island...	190	167	- 12.1	438,096	362,908	- 17.2
Nova Scotia	826	964	+ 16.7	1,909,312	2,265,088	+ 18.6
New Brunswick	772	797	+ 3.2	1,894,310	1,862,643	- 1.7
Quebec	5,300	5,642	+ 6.5	13,922,684	15,359,629	+ 10.3
Ontario	10,097	13,059	+ 29.3	26,717,598	32,071,632	+ 20.0
Manitoba	1,859	1,948	+ 4.8	4,535,447	4,597,763	+ 1.4
Saskatchewan	3,092	2,546	- 1.8	7,207,695	5,948,226	- 17.5
Alberta	3,196	3,539	+ 10.7	7,743,143	8,578,394	+ 10.8
British Columbia	2,334	2,781	+ 19.2	5,678,450	6,532,284	+ 15.0
Canada	27,996	31,861	+ 13.8	70,835,517	78,495,563	+ 10.8

(1) Revised

TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces
SEPTEMBER, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	467	729	+ 56.1	573,903	1,158,410	+101.8
Quebec	1,397	2,208	+ 58.1	2,037,308	4,027,361	+ 97.7
Ontario	2,117	4,139	+ 95.5	2,548,648	6,381,633	+150.4
Manitoba	342	509	+ 48.8	420,307	772,521	+ 83.8
Saskatchewan	359	612	+ 70.5	496,473	990,447	+ 99.5
Alberta	531	997	+ 87.8	723,171	1,660,399	+129.6
British Columbia	471	998	+111.9	568,471	1,703,087	+199.6
Canada	5,684	10,192	+ 79.3	7,368,281	16,693,858	+126.6
Commercial Vehicles						
Atlantic Provinces	332	355	+ 6.9	525,693	593,891	+ 13.0
Quebec	1,031	767	- 25.6	2,089,085	1,699,080	- 18.7
Ontario	1,121	1,127	+ 0.5	2,104,361	2,139,247	+ 1.7
Manitoba	264	227	- 14.0	431,509	362,206	- 16.1
Saskatchewan	423	518	+ 22.5	703,452	951,285	+ 35.2
Alberta	636	655	+ 3.0	1,179,794	1,476,035	+ 25.1
British Columbia	307	340	+ 10.7	702,940	793,596	+ 12.9
Canada	4,114	3,989	- 3.0	7,736,834	8,015,340	+ 3.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	799	1,084	+ 35.7	1,099,596	1,752,301	+ 59.4
Quebec	2,428	2,975	+ 22.5	4,126,393	5,726,441	+ 38.8
Ontario	3,238	5,266	+ 62.6	4,653,009	8,520,880	+ 83.1
Manitoba	606	736	+ 21.5	851,816	1,134,727	+ 33.2
Saskatchewan	782	1,130	+ 44.5	1,199,925	1,941,732	+ 61.8
Alberta	1,167	1,652	+ 41.6	1,902,965	3,136,434	+ 64.8
British Columbia	778	1,338	+ 72.0	1,271,411	2,496,683	+ 96.4
Canada	9,798	14,181	+ 44.7	15,105,115	24,709,198	+ 63.6

(1) Revised

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
SEPTEMBER, 1951 AND 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,890	2,563	+ 35.6	991,622	1,754,155	+ 76.9
Quebec	3,231	4,546	+ 40.7	2,074,456	3,869,651	+ 86.5
Ontario	9,634	13,371	+ 38.8	4,720,022	9,935,975	+110.5
Manitoba	988	1,558	+ 57.7	535,606	1,215,495	+126.9
Saskatchewan	992	1,590	+ 60.3	579,431	1,218,819	+110.3
Alberta	1,862	2,819	+ 51.4	1,123,547	2,318,285	+106.3
British Columbia	1,893	3,027	+ 59.9	1,106,137	2,561,098	+131.5
Canada	20,490	29,474	+ 43.8	11,130,821	22,873,478	+105.5
Commercial Vehicles						
Atlantic Provinces	716	801	+ 11.9	496,838	561,860	+ 13.1
Quebec	1,071	1,091	+ 1.9	1,021,758	1,075,787	+ 5.3
Ontario	1,756	1,915	+ 9.1	1,354,819	1,581,609	+ 16.7
Manitoba	297	397	+ 33.7	201,159	294,404	+ 46.4
Saskatchewan	503	742	+ 47.5	372,084	608,744	+ 63.6
Alberta	717	877	+ 22.3	615,972	866,324	+ 40.6
British Columbia	487	589	+ 20.9	434,328	587,419	+ 35.2
Canada	5,547	6,412	+ 15.6	4,496,958	5,576,147	+ 24.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,606	3,364	+ 29.1	1,488,460	2,316,015	+ 55.6
Quebec	4,302	5,637	+ 31.0	3,096,214	4,945,438	+ 59.7
Ontario	11,390	15,286	+ 34.2	6,074,841	11,517,584	+ 89.6
Manitoba	1,285	1,955	+ 52.1	736,765	1,509,899	+104.9
Saskatchewan	1,495	2,332	+ 56.0	951,515	1,827,563	+ 92.1
Alberta	2,579	3,696	+ 43.3	1,739,519	3,184,609	+ 83.1
British Columbia	2,380	3,616	+ 51.9	1,540,465	3,148,517	+104.4
Canada	26,037	35,886	+ 37.8	15,627,779	28,449,625	+ 82.0

(1) Revised
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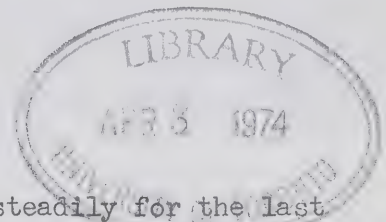
Statistics Canada

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1952



New Motor Vehicle Sales

Sales of new motor vehicles have been increasing steadily for the last six months compared with the same months of 1951. In September, 33,887 new vehicles were sold for a retail value of \$83,846,434, an increase of 49% in number and 44% in value over last year. Sales in Newfoundland were almost trebled in September of 1952. Other provinces showed marked gains in both number sold and amount with percentage increases ranging from 19% to 88%.

Most of the month's gain in new motor vehicle sales was attributed to passenger cars. Increased commercial vehicle sales, while outstanding in Newfoundland, averaged only 3% for Canada. Passenger cars, however, showed great gains in Newfoundland, Saskatchewan and Alberta. Total passenger car sales for Canada were 80% higher in number and 72% greater in dollar value than for September 1951. These increases were the highest recorded so far this year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Sales of Buses, October, 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	-	1	-	8,963
Quebec	19	30	381,499	599,886
Ontario	11	13	159,256	248,200
Manitoba	6	4	100,980	66,154
Saskatchewan	6	-	151,971	-
Alberta	1	-	23,084	-
British Columbia	1	-	14,845	-
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Canada	44	48	831,635	923,203
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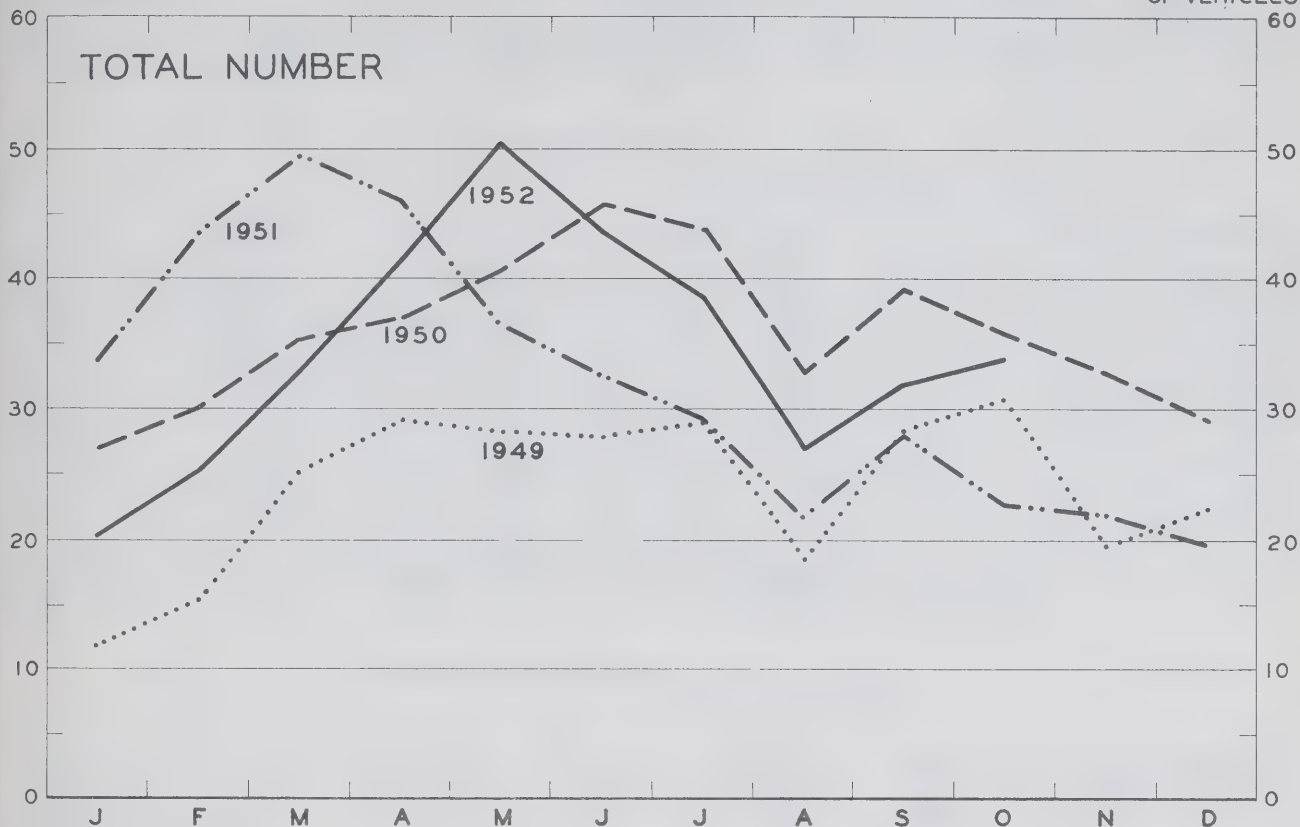
Financing of Motor Vehicle Sales

New Vehicles.-The financing of new motor vehicle sales in September 1952 was 63% higher in number financed and 82% greater in amount than during the same month of 1951.

Passenger cars financed were responsible for this large increase, with both numbers and amount more than double the transactions of last September. The amount of financing increased 155%, the largest monthly increase so far this year, while number of cars was 105% greater. Commercial vehicles financed showed nominal gains of 5% and 14% in number and amount respectively.

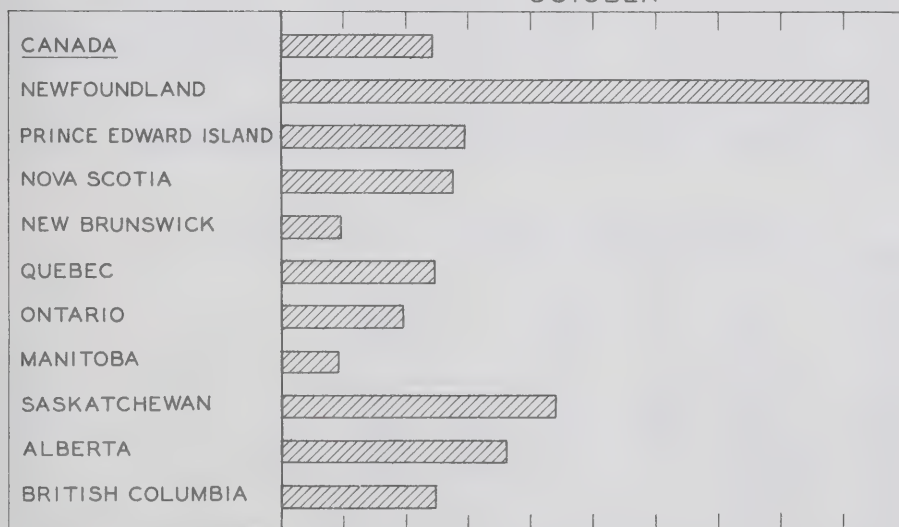
Used Vehicles.-The financing of sales of used vehicles increased 40% in number and 86% in amount of financing over September 1951. The rate of increase over the corresponding month of last year was highest in May (140%), decreased to August (75%) and for the last two months has swung upward again, (82% and 86%). Used passenger cars financed advanced 46% in number and 111% in amount of financing over last year while commercial vehicles showed smaller gains of 15% and 24% respectively.

NEW MOTOR VEHICLE SALES 1949-50-51-52

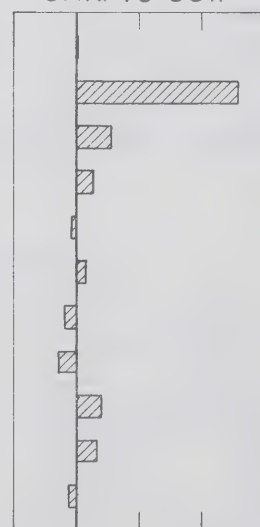
THOUSANDS
OF VEHICLESTHOUSANDS
OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

OCTOBER



JAN. TO OCT.



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TABLE 1 New Motor Vehicle Sales, by Provinces
October, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	71	258	+ 263.3	171,247	609,075	+ 255.7
Prince Edward Island...	48	87	+ 81.3	122,207	206,106	+ 68.7
Nova Scotia	377	748	+ 98.4	927,517	1,768,404	+ 90.7
New Brunswick	410	567	+ 38.3	1,009,037	1,378,686	+ 36.6
Quebec	3,035	5,229	+ 72.3	7,994,022	13,433,737	+ 68.0
Ontario	6,074	10,047	+ 65.4	15,653,963	24,831,680	+ 58.6
Manitoba	956	1,362	+ 42.5	2,409,195	3,308,877	+ 37.3
Saskatchewan	701	1,887	+ 169.2	1,766,401	4,580,344	+ 159.3
Alberta	835	2,135	+ 155.7	2,127,989	5,198,032	+ 144.3
British Columbia	1,083	2,124	+ 96.1	2,687,417	4,701,955	+ 75.0
Canada	13,590	24,444	+ 79.9	34,868,995	60,016,896	+ 72.1
Commercial Vehicles						
Newfoundland	69	145	+ 110.1	144,863	308,033	+ 112.6
Prince Edward Island...	45	61	+ 35.6	91,355	132,933	+ 45.5
Nova Scotia	313	322	+ 2.9	640,542	698,645	+ 8.2
New Brunswick	298	279	- 6.4	628,150	686,534	+ 9.3
Quebec	1,645	1,768	+ 7.5	4,530,655	4,964,523	+ 9.6
Ontario	3,081	2,696	- 12.5	8,179,617	7,029,580	- 14.1
Manitoba	557	428	- 23.2	1,271,251	1,061,084	- 16.5
Saskatchewan	1,095	1,487	+ 35.8	2,476,595	3,389,748	+ 36.9
Alberta	1,333	1,597	+ 19.8	3,050,117	3,831,916	+ 25.6
British Columbia	775	660	- 14.8	2,166,948	1,726,542	- 20.3
Canada	9,211	9,443	+ 2.5	23,180,093	23,829,538	+ 2.8
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	140	403	+ 187.9	316,110	917,108	+ 190.1
Prince Edward Island...	93	148	+ 59.1	213,562	339,039	+ 58.8
Nova Scotia	690	1,070	+ 55.1	1,568,059	2,467,049	+ 57.3
New Brunswick	708	846	+ 19.5	1,637,187	2,065,220	+ 26.1
Quebec	4,680	6,997	+ 49.5	12,524,677	18,398,260	+ 46.9
Ontario	9,155	12,743	+ 39.2	23,833,580	31,861,260	+ 33.7
Manitoba	1,513	1,790	+ 18.3	3,680,446	4,369,961	+ 18.7
Saskatchewan	1,796	3,374	+ 87.9	4,242,996	7,970,092	+ 87.8
Alberta	2,168	3,732	+ 72.1	5,178,106	9,029,948	+ 74.4
British Columbia	1,858	2,784	+ 49.8	4,854,365	6,428,497	+ 32.4
Canada	22,801	33,887	+ 48.6	58,049,088	83,846,434	+ 44.4

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
October, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	409	856	+ 109.3	496,812	1,397,496	+ 181.3
Quebec	1,275	2,485	+ 94.9	1,842,480	4,443,624	+ 141.2
Ontario	2,069	4,453	+ 115.2	2,518,975	6,807,983	+ 170.3
Manitoba	371	632	+ 70.4	473,893	951,469	+ 100.8
Saskatchewan	511	996	+ 94.9	705,824	1,621,183	+ 129.7
Alberta	647	1,386	+ 114.2	888,132	2,338,502	+ 163.3
British Columbia	477	993	+ 108.2	595,470	1,590,231	+ 167.1
Canada	5,759	11,801	+ 104.9	7,521,586	19,150,488	+ 154.6
Commercial Vehicles						
Atlantic Provinces	356	364	+ 2.2	511,211	645,423	+ 26.3
Quebec	972	857	- 11.8	2,005,452	1,866,827	- 6.9
Ontario	1,203	1,259	+ 4.7	2,265,008	2,394,482	+ 5.7
Manitoba	234	218	- 6.8	384,213	410,118	+ 6.7
Saskatchewan	448	548	+ 22.3	675,860	1,004,355	+ 48.6
Alberta	673	864	+ 28.4	1,402,915	1,943,191	+ 38.5
British Columbia	339	336	- 0.9	652,182	710,605	+ 9.0
Canada	4,225	4,446	+ 5.2	7,896,841	8,975,001	+ 13.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	765	1,220	+ 59.5	1,008,023	2,042,919	+ 102.7
Quebec	2,247	3,342	+ 48.7	3,847,932	6,310,451	+ 64.0
Ontario	3,272	5,712	+ 74.6	4,783,983	9,202,465	+ 92.4
Manitoba	605	850	+ 40.5	858,106	1,361,587	+ 58.6
Saskatchewan	959	1,544	+ 61.0	1,381,684	2,625,538	+ 90.0
Alberta	1,320	2,250	+ 70.5	2,291,047	4,281,693	+ 86.9
British Columbia	816	1,329	+ 62.9	1,247,652	2,300,836	+ 84.4
Canada	9,984	16,247	+ 62.7	15,418,427	28,125,489	+ 82.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
October, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,831	2,467	+ 34.7	960,254	1,740,328	+ 81.2
Quebec	3,129	4,877	+ 55.9	1,991,588	4,222,222	+ 112.0
Ontario	9,854	13,469	+ 36.7	4,995,719	10,274,882	+ 105.7
Manitoba	1,038	1,639	+ 57.9	582,942	1,285,285	+ 120.5
Saskatchewan	1,047	1,827	+ 74.5	694,844	1,466,210	+ 111.0
Alberta	1,809	3,241	+ 79.2	1,143,274	2,743,531	+ 140.0
British Columbia	2,098	2,921	+ 39.2	1,158,478	2,621,061	+ 126.3
Canada	20,806	30,441	+ 46.3	11,527,099	24,353,519	+ 111.3
Commercial Vehicles						
Atlantic Provinces	781	800	+ 2.4	508,788	514,758	+ 1.2
Quebec	1,019	1,137	+ 11.6	1,008,585	1,170,168	+ 16.0
Ontario	1,898	2,115	+ 11.4	1,486,020	1,829,276	+ 23.1
Manitoba	315	363	+ 15.2	221,008	270,840	+ 22.5
Saskatchewan	479	657	+ 37.2	356,473	545,894	+ 53.1
Alberta	747	1,003	+ 34.3	662,547	992,132	+ 49.7
British Columbia	523	535	+ 2.3	465,076	534,808	+ 15.0
Canada	5,762	6,610	+ 14.7	4,708,497	5,857,876	+ 24.4
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,612	3,267	+ 25.1	1,469,042	2,255,086	+ 53.5
Quebec	4,148	6,014	+ 45.0	3,000,173	5,392,390	+ 79.7
Ontario	11,752	15,584	+ 32.6	6,481,739	12,104,158	+ 86.7
Manitoba	1,353	2,002	+ 48.0	803,950	1,556,125	+ 93.6
Saskatchewan	1,526	2,484	+ 62.8	1,051,317	2,012,104	+ 91.4
Alberta	2,556	4,244	+ 66.0	1,805,821	3,735,663	+ 106.9
British Columbia	2,621	3,456	+ 31.9	1,623,554	3,155,869	+ 94.4
Canada	26,568	37,051	+ 39.5	16,235,596	30,211,395	+ 86.1

(1) Revised
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1952

New Motor Vehicle Sales

The upward trend in motor vehicle sales, evident since last May, continued in November of this year. Compared with November of 1951, the number of vehicles sold increased 47% and the retail value 41%. The increase in sales was greatest in Ontario where the value of all vehicles sold was 63% above the level of last November. Sales in Nova Scotia increased 47%, Alberta 41%, and sales in other provinces ranged downward to a gain of 4% in Manitoba.

Passenger car sales contributed largely to this gain in sales. The increase for Canada was 69% in number and 62% in value over November of last year. Sales of commercial vehicles for this month increased only 10% in number and 6% in value. Sales increases were greatest in Ontario for both passenger cars and the commercial vehicles category.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO

Sales of Buses, November, 1951 and 1952

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	1	6	15,917	53,750
Quebec	27	8	559,054	139,813
Ontario	4	5	64,786	66,776
Manitoba	5	2	84,150	32,422
Saskatchewan	10	-	253,286	-
Alberta	-	-	-	-
British Columbia	1	-	6,800	-
<hr/>				
Canada	48	21	983,993	292,761
<hr/>				

Financing of Motor Vehicle Sales

New Vehicles.—The amount of financing continued at a more rapid rate of increase than did the number of new vehicles financed. There were 13,960 new vehicles financed in November, up 39% from a year ago while the amount of financing, at \$24,011,901 was 46% higher than the November 1951 figure.

Passenger cars again showed great increases in both number and amount of financing, 75% and 103% respectively, while the financing of new commercial vehicles declined from last November.

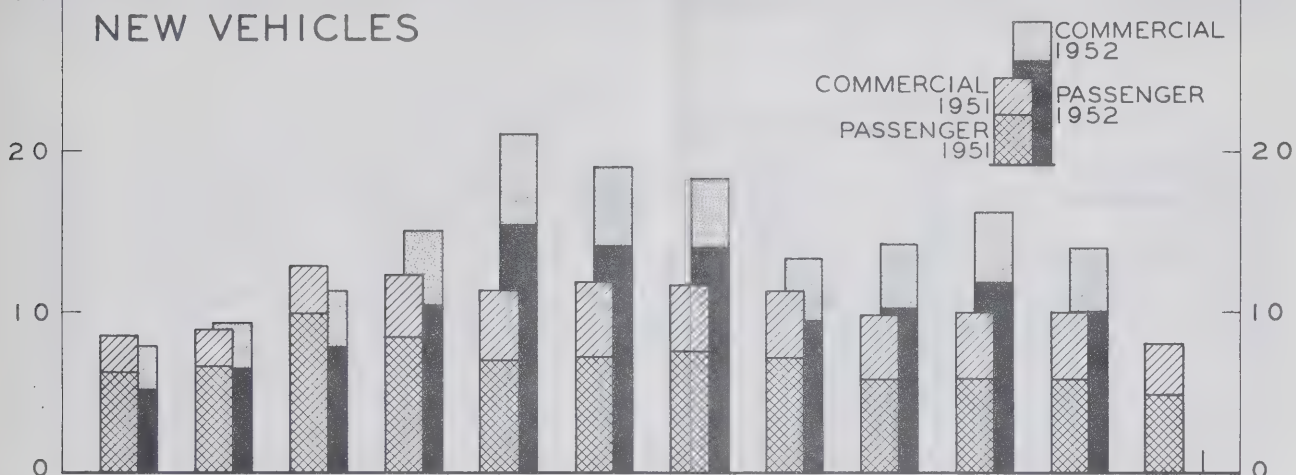
Used Vehicles.—The financing of used vehicles increased considerably over November 1951 but the rate of increase this November was below that for the last six months. There were 30,956 used vehicles financed in November for \$25,447,249, up 27% in number and 67% in amount over last year. Used passenger cars accounted for this increase with gains of 39% in number and 98% in amount of financing. Fewer used commercial vehicles were financed and the amount increased only slightly from last November.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1951(REVISED) - 1952

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

NEW VEHICLES



USED VEHICLES

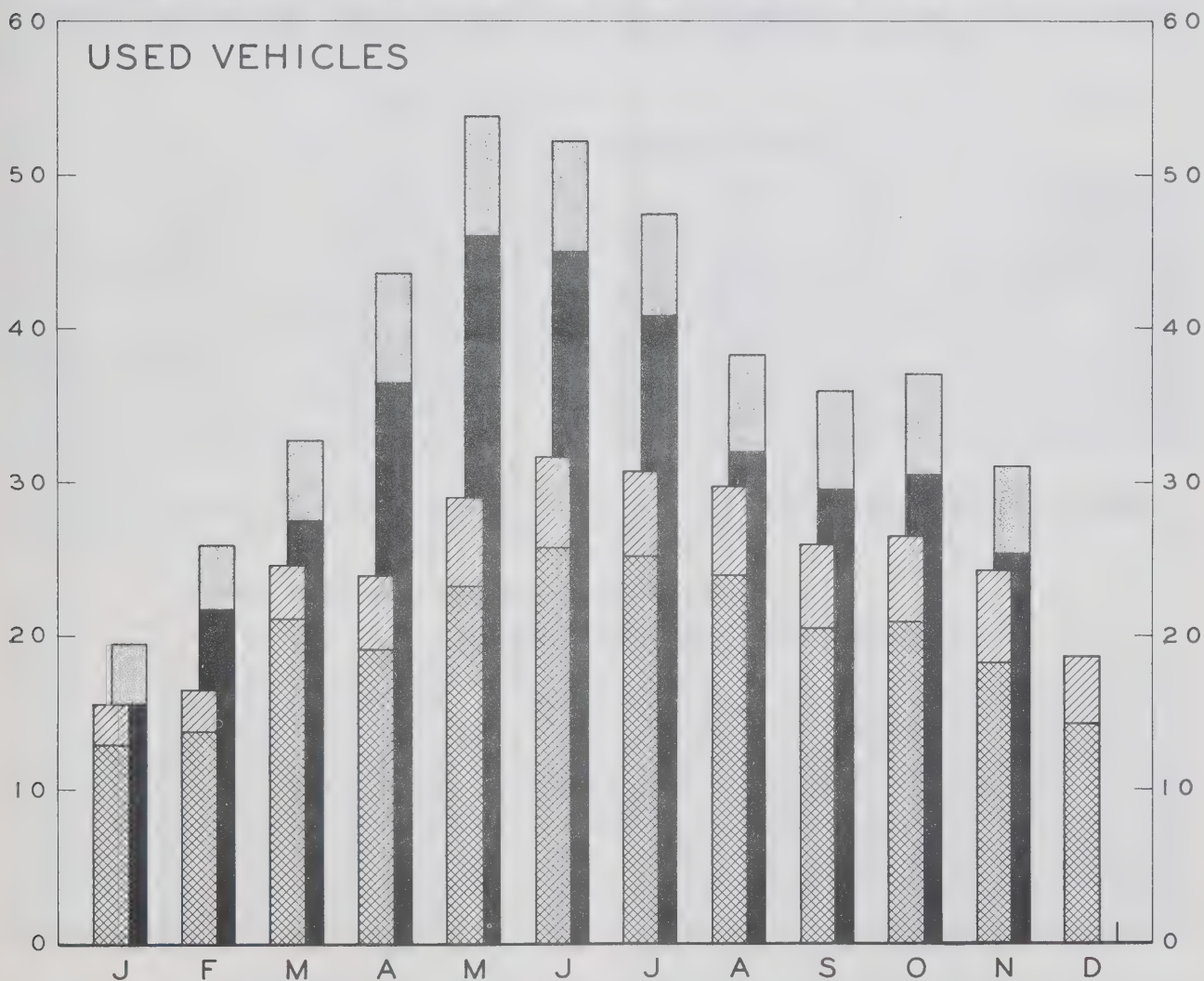


TABLE 1 New Motor Vehicle Sales, by Provinces
November, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	90	126	+ 40.0	218,859	296,045	+ 35.3
Prince Edward Island...	65	74	+ 13.8	163,851	184,305	+ 12.5
Nova Scotia	359	618	+ 72.1	880,766	1,458,717	+ 65.6
New Brunswick	319	525	+ 64.6	802,892	1,293,698	+ 61.1
Quebec	2,471	3,969	+ 60.6	6,517,760	9,989,715	+ 53.3
Ontario	6,161	11,517	+ 86.9	15,656,049	28,136,838	+ 79.7
Manitoba	895	1,065	+ 19.0	2,275,818	2,603,125	+ 14.4
Saskatchewan	1,174	1,423	+ 21.2	3,004,223	3,543,976	+ 18.0
Alberta	1,040	1,798	+ 72.9	2,715,904	4,428,405	+ 63.1
British Columbia	1,200	2,103	+ 75.3	2,933,038	4,860,578	+ 65.7
Canada	13,774	23,218	+ 68.6	35,169,160	56,795,402	+ 61.5
Commercial Vehicles						
Newfoundland	100	105	+ 5.0	207,873	222,767	+ 7.2
Prince Edward Island...	75	81	+ 8.0	145,460	167,432	+ 15.1
Nova Scotia	261	285	+ 9.2	550,217	648,876	+ 17.9
New Brunswick	262	208	- 20.6	563,087	496,015	- 11.9
Quebec	1,444	1,352	- 6.4	4,308,783	3,600,255	- 16.4
Ontario	2,749	3,595	+ 30.8	6,997,440	8,673,626	+ 24.0
Manitoba	516	435	- 15.7	1,181,870	985,043	- 16.7
Saskatchewan	879	969	+ 10.2	2,094,708	2,197,450	+ 4.9
Alberta	1,121	1,235	+ 10.2	2,579,000	3,032,386	+ 17.6
British Columbia	755	701	- 7.2	1,831,182	1,732,598	- 5.4
Canada	8,162	8,966	+ 9.9	20,459,620	21,756,448	+ 6.3
Total — Passenger Cars and Commercial Vehicles						
Newfoundland	190	231	+ 21.6	426,732	518,812	+ 21.6
Prince Edward Island...	140	155	+ 10.7	309,311	351,737	+ 13.7
Nova Scotia	620	903	+ 45.6	1,430,983	2,107,593	+ 47.3
New Brunswick	581	733	+ 26.2	1,365,979	1,789,713	+ 31.0
Quebec	3,915	5,321	+ 35.9	10,826,543	13,589,970	+ 25.5
Ontario	8,910	15,112	+ 69.6	22,653,489	36,810,464	+ 62.5
Manitoba	1,411	1,500	+ 6.3	3,457,688	3,588,168	+ 3.8
Saskatchewan	2,053	2,392	+ 16.5	5,098,931	5,741,426	+ 12.6
Alberta	2,161	3,033	+ 40.4	5,294,904	7,460,791	+ 40.9
British Columbia	1,955	2,804	+ 43.4	4,764,220	6,593,176	+ 38.4
Canada	21,936	32,184	+ 46.7	55,628,780	78,551,850	+ 41.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
November, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	379	695	+ 83.4	485,589	1,117,662	+ 130.2
Quebec	1,248	2,039	+ 63.4	2,254,507	3,562,517	+ 58.0
Ontario	1,889	3,898	+ 106.4	2,250,941	5,992,036	+ 166.2
Manitoba	449	536	+ 19.4	556,621	834,715	+ 50.0
Saskatchewan	663	780	+ 17.6	924,752	1,235,459	+ 33.6
Alberta	731	1,316	+ 80.0	1,047,175	2,253,423	+ 115.2
British Columbia	385	806	+ 109.4	489,731	1,280,492	+ 161.5
Canada	5,744	10,070	+ 75.3	8,009,316	16,276,304	+ 103.2
Commercial Vehicles						
Atlantic Provinces	331	344	+ 3.9	561,594	580,573	+ 3.4
Quebec	1,028	696	- 32.3	2,292,948	1,515,730	- 33.9
Ontario	1,240	1,102	- 11.1	2,534,852	2,007,041	- 20.8
Manitoba	236	198	- 16.1	386,927	334,748	- 13.5
Saskatchewan	422	439	+ 4.0	684,508	760,151	+ 11.1
Alberta	650	827	+ 27.2	1,310,605	1,925,279	+ 46.9
British Columbia	365	284	- 22.2	725,404	612,075	- 15.6
Canada	4,272	3,890	- 8.9	8,496,838	7,735,597	- 9.0
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	710	1,039	+ 46.3	1,047,183	1,698,235	+ 62.2
Quebec	2,276	2,735	+ 20.2	4,547,455	5,078,247	+ 11.7
Ontario	3,129	5,000	+ 59.8	4,785,793	7,999,077	+ 67.1
Manitoba	685	734	+ 7.2	943,548	1,169,463	+ 23.9
Saskatchewan	1,085	1,219	+ 12.4	1,609,260	1,995,610	+ 24.0
Alberta	1,381	2,143	+ 55.2	2,357,780	4,178,702	+ 77.2
British Columbia	750	1,090	+ 45.3	1,215,135	1,892,567	+ 55.7
Canada	10,016	13,960	+ 39.4	16,506,154	24,011,901	+ 45.5

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,583	2,054	+ 29.8	824,279	1,473,977	+ 78.8
Quebec	2,618	3,683	+ 40.7	1,686,941	3,252,763	+ 92.8
Ontario	8,365	11,361	+ 35.8	4,218,331	8,742,816	+ 107.3
Manitoba	998	1,376	+ 37.9	588,756	1,113,213	+ 89.1
Saskatchewan	1,085	1,777	+ 63.8	739,130	1,392,449	+ 88.4
Alberta	1,787	2,814	+ 57.5	1,154,933	2,410,218	+ 108.7
British Columbia	1,868	2,280	+ 22.1	1,089,591	2,018,201	+ 85.2
Canada	18,304	25,345	+ 38.5	10,301,961	20,403,637	+ 98.1
Commercial Vehicles						
Atlantic Provinces	726	657	- 9.5	474,121	467,598	- 1.4
Quebec	1,110	946	- 14.8	1,070,832	1,004,959	- 6.2
Ontario	1,977	1,671	- 15.5	1,463,402	1,463,724	(2)
Manitoba	325	304	- 6.5	258,497	224,722	- 13.1
Saskatchewan	577	640	+ 10.9	481,776	546,061	+ 13.3
Alberta	827	944	+ 14.1	717,586	912,690	+ 27.2
British Columbia	520	449	- 13.7	461,508	423,858	- 8.2
Canada	6,062	5,611	- 7.4	4,927,722	5,043,612	+ 2.4
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,309	2,711	+ 17.4	1,298,400	1,941,575	+ 49.5
Quebec	3,728	4,629	+ 24.2	2,757,773	4,257,722	+ 54.4
Ontario	10,342	13,032	+ 26.0	5,681,733	10,206,540	+ 79.6
Manitoba	1,323	1,680	+ 27.0	847,253	1,337,935	+ 57.9
Saskatchewan	1,662	2,417	+ 45.4	1,220,906	1,938,510	+ 58.8
Alberta	2,614	3,758	+ 43.8	1,872,519	3,322,908	+ 77.5
British Columbia	2,388	2,729	+ 14.3	1,551,099	2,442,059	+ 57.4
Canada	24,366	30,956	+ 27.0	15,229,683	25,447,249	+ 67.1

(1) Revised
(2) Unchanged

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MERCHANDISING

UNIVERSITY OF TORONTO

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DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER 1952

New Motor Vehicle Sales

December 1952 sales of new motor vehicles continued upward, registering an increase of 27% in number and 24% in retail value over December 1951. Sales of passenger cars were solely responsible for the increase, being 48% higher in number and 45% higher in retail value than in December last year. Sales of commercial vehicles on the other hand declined 12% in number and 14% in retail value from the same month a year ago.

In spite of the decrease in sales of new motor vehicles evident during the first four months of 1952, the upward trend for the balance of the year more than compensated for the early declines. Cumulative figures for January to December indicated that 402,259 new vehicles valued at \$1,005,513,908 were sold during 1952 compared with 385,648 vehicles retailed at \$950,159,511 during 1951, an increase of 4% in number and 6% in value. All provinces with the exception of Manitoba registered increased sales over last year.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The heading "Commercial Vehicles" used in the main tables of this report represents the combined sales of trucks and buses. Sales of buses in December are shown separately in the following table.

Sales of Buses, December 1951 and 1952

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
Atlantic Provinces	-	5	-	143,008
Quebec	19	8	402,435	151,107
Ontario	22	5	393,064	103,752
Manitoba	2	3	35,862	52,166
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	3	-	60,448	-
CANADA	46	21	891,809	450,033

Financing of Motor Vehicle Sales

New Vehicles - Financing of sales of new motor vehicles during December 1952 recorded increases of 70% in number and 81% in amount of financing over December 1951. Passenger cars accounted for the greater portion of these increases, 113% in number and 166% in amount of financing as compared with December last year. Commercial vehicles showed slight increases of 6% in number and 3% in amount.

A review of financing of sales of new vehicles during 1952 revealed a decline in the number of vehicles financed during the first quarter of the year as compared with the same period of 1951 but a slight increase in the amount of financing. From April through December there was a rapid increase both in number and amount of financing of new vehicles. January-to-December cumulative figures for 1952 were 37% higher in number and 53% greater in amount of financing than the 1951 totals. As was the case with sales, passenger car financing was responsible for the greater portion of these increases.

Used Vehicles- The number of used vehicles financed and the amount of financing in both the passenger and commercial classes were greater in December 1952 than in the same month last year.

Financing of used vehicles was greater both in number and amount for each month of 1952 than for the corresponding month in 1951. The upward trend was much more rapid after April and the January-to-December cumulative totals showed increases of 50% in number and 86% in amount of financing over 1951.

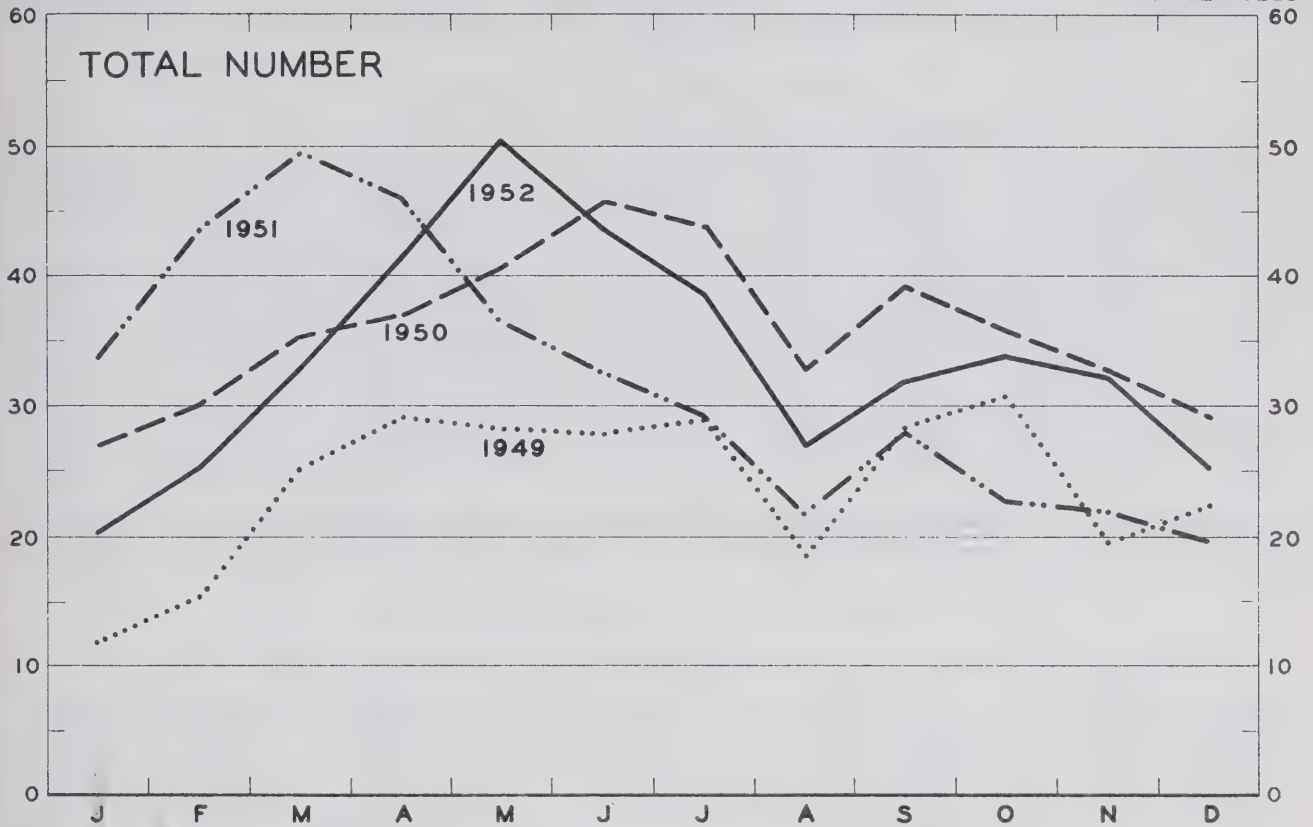
Sales and Financing of New Vehicles Compared

<u>Month and Item</u> <u>December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1951</u>	<u>1952</u>	<u>1951</u>	<u>1952</u>
No. Sold	12,935	19,294	6,872	6,027
No. Financed	4,740	10,103	3,223	3,402
% of Sales Financed	36.6	52.4	46.9	56.4
<u>Jan. - Dec.</u>				
No. Sold	275,686	292,054	109,962	110,205
No. Financed	81,726	124,776	44,529	47,865
% of Sales Financed	29.6	42.7	40.5	43.4

NEW MOTOR VEHICLE SALES 1949-50-51-52

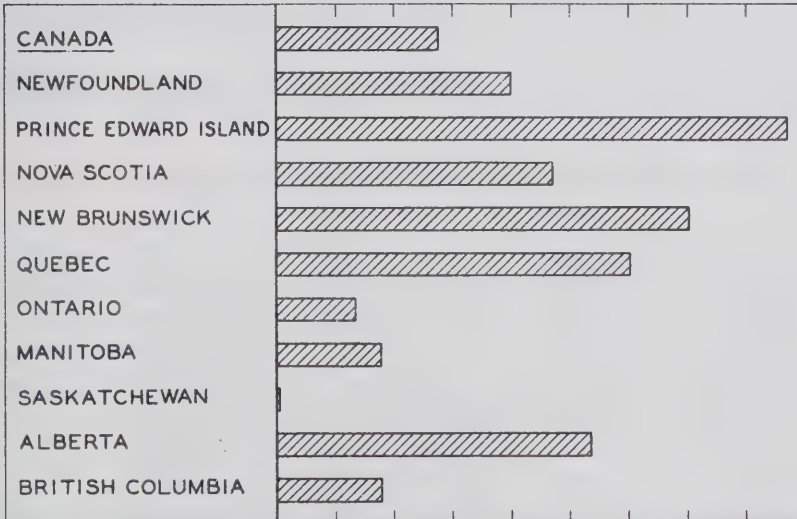
THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

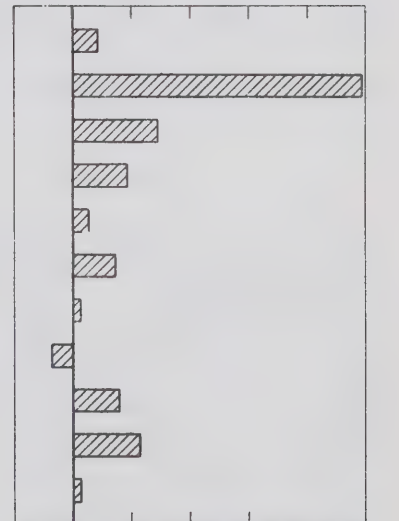


% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1952/1951

DECEMBER



JAN. TO DEC.



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TABLE 1 New Motor Vehicle Sales, by Provinces
December, 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	71	118	+ 66.2	173,874	277,793	+ 59.8
Prince Edward Island...	53	88	+ 66.0	131,851	213,184	+ 61.7
Nova Scotia	336	545	+ 62.2	856,415	1,314,670	+ 53.5
New Brunswick	287	521	+ 81.5	715,503	1,305,719	+ 82.5
Quebec	2,028	3,948	+ 94.7	5,203,609	10,181,428	+ 95.7
Ontario	5,295	7,537	+ 42.3	13,584,922	18,801,945	+ 38.4
Manitoba	899	1,176	+ 30.8	2,279,065	2,895,715	+ 27.1
Saskatchewan	1,353	1,371	+ 1.3	3,423,518	3,370,617	- 1.5
Alberta	1,361	2,150	+ 58.0	3,506,580	5,435,156	+ 55.0
British Columbia	1,252	1,760	+ 40.6	3,037,541	4,057,282	+ 33.6
Canada	12,935	19,214	+ 48.5	32,912,878	47,853,509	+ 45.4
Commercial Vehicles						
Newfoundland	77	89	+ 15.6	170,000	188,343	+ 10.8
Prince Edward Island...	32	71	+121.9	60,856	138,392	+127.4
Nova Scotia	190	228	+ 20.0	398,737	481,612	+ 20.8
New Brunswick	159	238	+ 49.7	401,511	682,616	+ 70.0
Quebec	1,131	1,112	- 1.7	3,418,517	2,995,349	- 12.4
Ontario	2,545	1,363	- 46.4	7,016,658	3,853,836	- 45.1
Manitoba	422	380	- 10.0	1,002,440	863,482	- 13.9
Saskatchewan	823	814	- 1.1	1,758,798	1,847,652	+ 5.1
Alberta	881	1,297	+ 47.2	2,174,661	3,195,249	+ 46.9
British Columbia	612	435	- 28.9	1,557,685	1,173,003	- 24.7
Canada	6,872	6,027	- 12.3	17,959,863	15,419,534	- 14.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	148	207	+ 39.9	343,874	466,136	+ 35.6
Prince Edward Island...	85	159	+ 87.1	192,707	351,576	+ 82.4
Nova Scotia	526	773	+ 47.0	1,255,152	1,796,282	+ 43.1
New Brunswick	446	759	+ 70.2	1,117,014	1,988,335	+ 78.0
Quebec	3,159	5,060	+ 60.2	8,622,126	13,176,777	+ 52.8
Ontario	7,840	8,900	+ 13.5	20,601,580	22,655,781	+ 10.0
Manitoba	1,321	1,556	+ 17.8	3,281,505	3,759,197	+ 14.6
Saskatchewan	2,176	2,185	+ 0.4	5,182,316	5,218,269	+ 0.7
Alberta	2,242	3,447	+ 53.7	5,681,241	8,630,405	+ 51.9
British Columbia	1,864	2,195	+ 17.8	4,595,226	5,230,285	+ 13.8
Canada	19,807	25,241	+ 27.4	50,872,741	63,273,043	+ 24.4

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces
January-to-December 1951 and 1952

Province	Number			Retail Value		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Newfoundland	2,020	2,977	+ 47.4	4,863,259	7,010,283	+ 44.1
Prince Edward Island...	1,219	1,304	+ 7.0	2,941,872	3,115,674	+ 5.9
Nova Scotia	8,527	9,390	+ 10.1	20,496,124	22,650,471	+ 10.5
New Brunswick	7,410	7,858	+ 6.0	17,915,044	19,206,397	+ 7.2
Quebec	52,786	58,756	+ 11.3	135,449,611	149,829,695	+ 10.6
Ontario	121,479	124,624	+ 2.6	301,159,763	310,842,891	+ 3.2
Manitoba	16,668	16,351	- 1.9	41,029,673	40,111,889	- 2.2
Saskatchewan	18,013	19,488	+ 8.2	44,503,873	48,231,062	+ 8.4
Alberta	22,448	25,174	+ 12.1	55,906,861	63,204,815	+ 13.1
British Columbia	25,116	26,132	+ 4.0	58,916,766	60,756,869	+ 3.1
Canada	275,686	292,054	+ 5.9	683,182,846	724,960,046	+ 6.1
Commercial Vehicles						
Newfoundland	1,068	1,638	+ 53.4	2,259,788	3,507,536	+ 55.2
Prince Edward Island...	752	954	+ 26.9	1,487,744	1,967,375	+ 32.2
Nova Scotia	3,542	3,792	+ 7.1	7,441,470	8,595,635	+ 15.5
New Brunswick	3,512	3,356	- 4.4	8,003,360	8,034,188	+ 0.4
Quebec	20,216	19,527	- 3.4	54,320,780	57,113,360	+ 5.1
Ontario	37,792	36,494	- 3.4	94,693,818	92,103,606	- 2.7
Manitoba	6,813	6,256	- 8.2	15,230,404	15,162,693	- 0.4
Saskatchewan	12,411	13,383	+ 7.8	26,462,615	30,802,533	+ 16.4
Alberta	14,510	16,015	+ 10.4	32,808,203	39,902,975	+ 21.6
British Columbia	9,346	8,790	- 6.0	24,268,483	23,363,961	- 3.7
Canada	109,962	110,205	+ 0.2	266,976,665	280,553,862	+ 5.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	3,088	4,615	+ 49.4	7,123,047	10,517,819	+ 47.7
Prince Edward Island...	1,971	2,258	+ 14.6	4,429,616	5,083,049	+ 14.8
Nova Scotia	12,069	13,182	+ 9.2	27,937,594	31,246,106	+ 11.8
New Brunswick	10,922	11,214	+ 2.7	25,918,404	27,240,585	+ 5.1
Quebec	73,002	78,283	+ 7.2	189,770,391	206,943,055	+ 9.0
Ontario	159,271	161,118	+ 1.2	395,853,581	402,946,497	+ 1.8
Manitoba	23,481	22,607	- 3.7	56,260,077	55,274,582	- 1.8
Saskatchewan	30,424	32,871	+ 8.0	70,966,488	79,033,595	+ 11.4
Alberta	36,958	41,189	+ 11.4	88,715,064	103,107,790	+ 16.2
British Columbia	34,462	34,922	+ 1.3	83,185,249	84,120,830	+ 1.1
Canada	385,648	402,259	+ 4.3	950,159,511	1,005,513,908	+ 5.8

(1) Revised.

TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces

December 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	263	756	+ 187.5	330,184	1,220,968	+ 269.8
Quebec	818	1,823	+ 122.9	1,171,064	3,320,287	+ 183.5
Ontario	1,546	4,025	+ 160.3	1,942,328	6,311,597	+ 225.0
Manitoba	373	537	+ 44.0	476,675	819,964	+ 72.0
Saskatchewan	592	695	+ 17.4	786,822	1,094,096	+ 39.1
Alberta	787	1,328	+ 68.7	1,105,524	2,283,195	+ 106.5
British Columbia	361	939	+ 160.1	445,880	1,591,726	+ 257.0
Canada	4,740	10,103	+ 113.1	6,258,477	16,641,833	+ 165.9
Commercial Vehicles						
Atlantic Provinces	233	336	+ 44.2	430,149	590,853	+ 37.4
Quebec	766	618	- 19.3	1,856,969	1,504,115	- 19.0
Ontario	975	1,039	+ 6.6	2,023,995	1,874,449	- 7.4
Manitoba	172	156	- 9.3	283,192	243,275	- 14.1
Saskatchewan	265	347	+ 30.9	439,555	702,052	+ 59.7
Alberta	515	660	+ 28.2	1,094,651	1,410,540	+ 28.9
British Columbia	297	246	- 17.2	634,710	631,622	- 0.5
Canada	3,223	3,402	+ 5.6	6,763,221	6,956,906	+ 2.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	496	1,092	+ 120.2	760,333	1,811,821	+ 138.3
Quebec	1,584	2,441	+ 54.1	3,028,033	4,824,402	+ 59.3
Ontario	2,521	5,064	+ 100.9	3,966,323	8,186,046	+ 106.4
Manitoba	545	693	+ 27.2	759,867	1,063,239	+ 39.9
Saskatchewan	857	1,042	+ 21.6	1,226,377	1,796,148	+ 46.5
Alberta	1,302	1,988	+ 52.7	2,200,175	3,693,735	+ 67.9
British Columbia	658	1,185	+ 80.1	1,080,590	2,223,348	+ 105.8
Canada	7,963	13,505	+ 69.6	13,021,698	23,598,739	+ 81.2

(1) Revised.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
January-to-December, 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	5,841	9,737	+ 66.7	7,373,585	14,813,058	+100.9
Quebec	18,080	27,507	+ 52.1	27,410,674	46,762,910	+ 70.6
Ontario	31,489	48,874	+ 55.2	39,906,507	71,877,017	+ 80.1
Manitoba	4,777	6,570	+ 37.5	6,171,274	9,562,735	+ 55.0
Saskatchewan	5,768	7,952	+ 37.9	7,836,300	12,051,080	+ 53.8
Alberta	8,670	13,251	+ 52.8	11,959,987	21,330,128	+ 78.3
British Columbia	7,101	10,885	+ 53.3	9,487,704	17,260,533	+ 81.9
Canada	81,726	124,776	+ 52.7	110,146,031	193,657,461	+ 75.8
Commercial Vehicles						
Atlantic Provinces	3,687	4,405	+ 19.5	5,768,948	7,546,647	+ 30.8
Quebec	11,355	10,763	- 5.2	22,819,734	24,263,337	+ 6.3
Ontario	13,529	14,005	+ 3.5	23,883,945	26,911,002	+ 12.7
Manitoba	2,436	2,444	+ 0.3	3,867,929	4,352,968	+ 12.5
Saskatchewan	3,822	4,566	+ 19.5	6,045,655	8,844,411	+ 46.3
Alberta	5,908	7,694	+ 30.2	11,055,959	17,228,440	+ 55.8
British Columbia	3,792	3,988	+ 5.2	7,614,708	9,030,483	+ 18.6
Canada	44,529	47,865	+ 7.5	81,056,878	98,177,288	+ 21.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	9,528	14,142	+ 48.4	13,142,533	22,359,705	+ 70.1
Quebec	29,435	38,270	+ 30.0	50,230,408	71,026,247	+ 41.4
Ontario	45,018	62,879	+ 39.7	63,790,452	98,788,019	+ 54.9
Manitoba	7,213	9,014	+ 25.0	10,039,203	13,915,703	+ 38.6
Saskatchewan	9,590	12,518	+ 30.5	13,881,955	20,895,491	+ 50.5
Alberta	14,578	20,945	+ 43.7	23,015,946	38,558,568	+ 67.5
British Columbia	10,893	14,873	+ 36.5	17,102,412	26,291,016	+ 53.7
Canada	126,255	172,641	+ 36.7	191,202,909	291,834,749	+ 52.6

(1) Revised.

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
December 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,090	2,103	+ 92.9	592,086	1,545,171	+161.0
Quebec	1,859	3,304	+ 77.7	1,294,528	3,018,060	+133.1
Ontario	6,160	11,092	+ 80.1	3,234,348	8,657,791	+167.7
Manitoba	783	1,227	+ 56.7	469,967	1,012,841	+115.5
Saskatchewan	1,081	1,396	+ 29.1	744,707	1,138,824	+ 52.9
Alberta	1,866	2,475	+ 32.6	1,212,500	2,175,067	+ 79.4
British Columbia	1,501	2,238	+ 49.1	892,384	2,051,093	+129.8
Canada	14,340	23,835	+ 66.2	8,440,520	19,598,847	+132.2
Commercial Vehicles						
Atlantic Provinces	509	617	+ 21.2	363,455	447,020	+ 23.0
Quebec	771	845	+ 9.6	842,753	933,416	+ 10.8
Ontario	1,333	1,545	+ 15.9	1,111,061	1,473,014	+ 32.6
Manitoba	245	284	+ 15.9	198,804	233,728	+ 17.6
Saskatchewan	375	511	+ 36.3	278,554	424,071	+ 52.2
Alberta	689	804	+ 16.7	603,508	868,962	+ 44.0
British Columbia	414	505	+ 22.0	375,396	468,095	+ 24.7
Canada	4,336	5,111	+ 17.9	3,773,531	4,848,306	+ 28.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,599	2,720	+ 70.1	955,541	1,992,191	+108.5
Quebec	2,630	4,149	+ 57.8	2,137,281	3,951,476	+ 84.9
Ontario	7,493	12,637	+ 68.7	4,345,409	10,130,805	+133.1
Manitoba	1,028	1,511	+ 47.0	668,771	1,246,569	+ 86.4
Saskatchewan	1,456	1,907	+ 31.0	1,023,261	1,562,895	+ 52.7
Alberta	2,555	3,279	+ 28.3	1,816,008	3,044,029	+ 67.6
British Columbia	1,915	2,743	+ 43.2	1,267,780	2,519,188	+ 98.7
Canada	18,676	28,946	+ 55.0	12,214,051	24,447,153	+100.2

(1) Revised.

TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
January-to-December 1951 and 1952

Province	Number of Vehicles			Amount of Financing		
	1951 (1)	1952	% Change, 1952/1951	1951 (1)	1952	% Change, 1952/1951
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	20,694	31,615	+ 52.8	11,222,640	21,915,499	+ 95.3
Quebec	34,250	59,049	+ 72.4	23,033,049	49,696,876	+115.8
Ontario	112,737	173,356	+ 53.8	60,714,800	123,178,612	+102.9
Manitoba	11,613	19,294	+ 66.1	6,777,279	14,243,213	+110.2
Saskatchewan	12,842	20,635	+ 60.7	7,896,191	15,248,044	+ 93.1
Alberta	22,868	36,642	+ 60.2	14,562,555	29,116,550	+ 99.9
British Columbia	24,136	33,932	+ 40.6	14,569,095	28,061,488	+ 92.6
Canada	239,140	374,523	+ 56.6	138,775,609	281,460,282	+102.8
Commercial Vehicles						
Atlantic Provinces	7,526	8,964	+ 19.1	4,933,912	6,338,269	+ 28.5
Quebec	10,770	13,349	+ 23.9	10,474,724	13,758,359	+ 31.3
Ontario	19,474	22,670	+ 16.4	14,604,439	19,505,410	+ 33.6
Manitoba	3,102	3,863	+ 24.5	2,251,832	2,980,008	+ 32.3
Saskatchewan	4,616	6,581	+ 42.6	3,339,506	5,387,591	+ 61.3
Alberta	7,587	10,302	+ 35.8	6,252,153	10,083,738	+ 61.3
British Columbia	5,360	6,136	+ 14.5	4,836,221	6,068,590	+ 25.5
Canada	58,435	71,865	+ 23.0	46,692,787	64,121,965	+ 37.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	28,220	40,579	+ 43.8	16,156,552	28,253,768	+ 74.9
Quebec	45,020	72,398	+ 60.8	33,507,773	63,455,235	+ 89.4
Ontario	132,211	196,026	+ 48.3	75,319,239	142,684,022	+ 89.4
Manitoba	14,715	23,157	+ 57.4	9,029,111	17,223,221	+ 90.8
Saskatchewan	17,458	27,216	+ 55.9	11,235,697	20,635,635	+ 83.7
Alberta	30,455	46,944	+ 54.1	20,814,708	39,200,288	+ 88.3
British Columbia	29,496	40,068	+ 35.8	19,405,316	34,130,078	+ 75.9
Canada	297,575	446,388	+ 50.0	185,468,396	345,582,247	+ 86.3

(1) Revised.



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Industry and Merchandising Division

OTTAWA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JANUARY, 1953

New Motor Vehicles Sales

Sales of new motor vehicles continued upward in January 1953. There were 30,207 new vehicles sold for \$75,122,609 during this month, an increase of 49% in number and 42% in retail value over January 1952. All provinces registered increased sales over January last year.

New passenger car sales were chiefly responsible for this gain, being 68% higher in number and 61% greater in retail value than in January 1952. Sales of commercial vehicles registered slight increases of 8% in number and 3% in value.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, January 1952 and 1953

<u>Number of Units</u>		<u>Retail Value</u>	
<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
		\$	\$

Atlantic Provinces	-	-	-	-
Quebec	22	1	472,746	11,220
Ontario	11	4	194,916	57,336
Manitoba	6	4	100,980	69,776
Saskatchewan	-	-	-	-
Alberta	-	1	-	8,561
British Columbia	-	-	-	-
 CANADA	 39	 10	 768,642	 146,893

Financing of New Motor Vehicles Sales

New Vehicles - In line with increased sales, new motor vehicles financed in January 1953 were 45% higher in number and 56% higher in amount of financing than in January 1952.

Passenger cars financed increased 70% in number and 114% in amount compared with January last year with all provinces recording substantial gains. Financing of commercial vehicles, on the other hand, recorded slight declines both in number and amount of financing.

Used Vehicles - The financing of used vehicles continued high during January 1953. There were 25,277 used vehicles financed to the extent of \$21,854,978, up 28% in number and 62% in amount of financing over last year. Financing of used passenger cars accounted for the greater portion of this increase with gains of 33% in number and 80% in amount of financing. Commercial vehicles financed showed only slight gains both in number and amount of financing.

TABLE 1 New Motor Vehicle Sales, by Provinces

JANUARY 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	84	222	+ 164.3	209,374	520,042	+ 148.4
Prince Edward Island...	64	101	+ 57.8	163,908	238,216	+ 45.3
Nova Scotia	420	726	+ 72.9	1,132,533	1,743,506	+ 53.9
New Brunswick	305	512	+ 67.9	777,955	1,252,762	+ 61.0
Quebec	2,733	4,260	+ 55.9	7,296,537	10,970,646	+ 50.4
Ontario	5,803	9,739	+ 67.8	14,785,000	23,921,639	+ 61.8
Manitoba	892	1,651	+ 85.1	2,289,403	4,014,445	+ 75.3
Saskatchewan	959	1,586	+ 65.4	2,481,861	3,968,194	+ 59.9
Alberta	1,302	2,136	+ 64.1	3,417,304	5,328,085	+ 55.9
British Columbia	1,215	2,197	+ 80.8	2,893,573	5,151,991	+ 78.0
Canada	13,777	23,130	+ 67.9	35,447,448	57,109,526	+ 61.1
Commercial Vehicles						
Newfoundland	76	82	+ 7.9	158,401	173,486	+ 9.5
Prince Edward Island...	34	42	+ 23.5	69,912	88,547	+ 26.7
Nova Scotia	200	241	+ 20.5	437,912	608,311	+ 38.9
New Brunswick	220	251	+ 14.1	586,992	586,566	- 0.1
Quebec	1,296	858	- 23.8	3,985,722	2,470,200	- 38.0
Ontario	1,895	2,458	+ 29.7	5,305,351	6,437,932	+ 21.3
Manitoba	514	530	+ 3.1	1,263,081	1,275,163	+ 1.0
Saskatchewan	744	1,036	+ 39.2	1,652,575	2,271,970	+ 37.5
Alberta	1,048	1,126	+ 7.4	2,530,092	2,805,831	+ 10.9
British Columbia	507	453	- 10.7	1,528,639	1,295,077	- 15.3
Canada	6,534	7,077	+ 8.3	17,518,677	18,013,083	+ 2.8
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	160	304	+ 90.0	367,775	693,528	+ 88.6
Prince Edward Island...	98	143	+ 45.9	233,820	326,763	+ 39.7
Nova Scotia	620	967	+ 56.0	1,570,445	2,351,817	+ 49.8
New Brunswick	525	763	+ 45.3	1,364,947	1,839,328	+ 34.8
Quebec	4,029	5,118	+ 27.0	11,282,259	13,440,846	+ 19.1
Ontario	7,698	12,197	+ 58.4	20,090,351	30,359,571	+ 51.1
Manitoba	1,406	2,181	+ 55.1	3,552,484	5,289,608	+ 48.9
Saskatchewan	1,703	2,622	+ 54.0	4,134,436	6,240,164	+ 50.9
Alberta	2,350	3,262	+ 38.8	5,947,396	8,133,916	+ 36.8
British Columbia	1,722	2,650	+ 53.9	4,422,212	6,447,068	+ 45.8
Canada	20,311	30,207	+ 48.7	52,966,125	75,122,609	+ 41.8

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
JANUARY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	318	595	+ 87.1	416,508	972,606	+ 133.5
Quebec	885	1,768	+ 99.8	1,323,092	3,210,233	+ 142.6
Ontario	2,216	3,673	+ 65.7	2,790,995	5,887,425	+ 110.9
Manitoba	279	467	+ 67.4	360,699	717,532	+ 98.9
Saskatchewan	354	496	+ 40.1	475,872	795,827	+ 67.2
Alberta	618	994	+ 60.8	848,640	1,688,602	+ 99.0
British Columbia	529	824	+ 55.8	621,547	1,393,778	+ 124.2
Canada	5,199	8,817	+ 69.6	6,837,353	14,666,003	+ 114.5
Commercial Vehicles						
Atlantic Provinces	253	256	+ 1.2	459,769	458,616	- 0.3
Quebec	625	530	- 15.2	1,832,566	1,197,120	- 34.7
Ontario	862	843	- 2.2	1,862,001	1,638,464	- 12.0
Manitoba	142	116	- 18.3	262,488	245,804	- 6.4
Saskatchewan	183	265	+ 44.8	319,389	462,515	+ 44.8
Alberta	385	486	+ 26.2	851,588	1,078,365	+ 26.6
British Columbia	251	185	- 26.3	509,790	402,843	- 21.0
Canada	2,701	2,681	- 0.7	6,097,591	5,483,727	- 10.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	571	851	+ 49.0	876,277	1,431,222	+ 63.3
Quebec	1,510	2,298	+ 52.2	3,155,658	4,407,353	+ 39.7
Ontario	3,078	4,516	+ 46.7	4,652,996	7,525,889	+ 61.7
Manitoba	421	583	+ 38.5	623,187	963,336	+ 54.6
Saskatchewan	537	761	+ 41.7	795,261	1,258,342	+ 58.2
Alberta	1,003	1,480	+ 47.6	1,700,228	2,766,967	+ 62.7
British Columbia	780	1,009	+ 29.4	1,131,337	1,796,621	+ 58.8
Canada	7,900	11,498	+ 45.5	12,934,944	20,149,730	+ 55.8

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
JANUARY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952(1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,019	1,661	+ 63.0	618,649	1,262,911	+ 104.1
Quebec	1,970	2,762	+ 40.2	1,475,263	2,592,486	+ 75.7
Ontario	8,248	10,331	+ 25.3	4,802,685	8,305,659	+ 72.9
Manitoba	737	1,051	+ 42.6	488,898	905,978	+ 85.3
Saskatchewan	743	1,161	+ 56.3	486,647	943,506	+ 93.9
Alberta	1,494	2,164	+ 44.8	1,022,127	1,898,252	+ 85.7
British Columbia	1,734	2,132	+ 23.0	1,072,190	1,997,878	+ 86.3
Canada	15,945	21,262	+ 33.3	9,966,459	17,906,670	+ 79.7
Commercial Vehicles						
Atlantic Provinces	444	505	+ 13.7	322,579	366,503	+ 13.6
Quebec	701	608	- 13.3	787,800	708,766	- 10.0
Ontario	1,359	1,370	+ 0.8	1,165,992	1,340,804	+ 15.0
Manitoba	192	240	+ 25.0	173,104	216,925	+ 25.3
Saskatchewan	239	350	+ 46.4	178,755	337,467	+ 88.8
Alberta	506	591	+ 16.8	488,074	640,392	+ 31.2
British Columbia	406	351	- 13.5	402,558	337,451	- 16.2
Canada	3,847	4,015	+ 4.4	3,518,862	3,948,308	+ 12.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,463	2,166	+ 48.1	941,228	1,629,414	+ 73.1
Quebec	2,671	3,370	+ 26.2	2,263,063	3,301,252	+ 45.9
Ontario	9,607	11,701	+ 21.8	5,968,677	9,646,463	+ 61.6
Manitoba	929	1,291	+ 39.0	662,002	1,122,903	+ 69.6
Saskatchewan	982	1,511	+ 53.9	665,402	1,280,973	+ 92.5
Alberta	2,000	2,755	+ 37.8	1,510,201	2,538,644	+ 68.1
British Columbia	2,140	2,483	+ 16.0	1,474,748	2,335,329	+ 58.4
Canada	19,792	25,277	+ 27.7	13,485,321	21,854,978	+ 62.1

(1) Revised
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MERCHANDISING

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Industry and Merchandising Division
OTTAWA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY, 1953

New Motor Vehicle Sales

The upward trend in sales of new motor vehicles continued during February 1953. There were 38,489 new vehicles sold for \$96,638,992 during this month, an increase of 53% in number and 46% in retail value over February 1952. All provinces recorded increased sales over the same month a year ago.

Both passenger car and commercial vehicle sales registered gains over February 1952. Sales of passenger cars were 68% higher in number and 61% greater in retail value than in the same month last year. Commercial vehicle sales recorded smaller gains of 15% in number and 8% in value.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Sales of Buses, February, 1952 and 1953

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	-	-	-	-
Quebec	26	3	689,624	50,912
Ontario	3	-	33,136	-
Manitoba	8	5	139,001	77,000
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	1	-	20,000	-
Canada	38	8	881,761	127,912

Financing of Motor Vehicle Sales

New Vehicles--Financing of new vehicles again showed substantial increases with the amount of financing advancing at a more rapid rate than the number of new vehicles financed. There were 12,299 vehicles financed in February 1953 to the extent of \$21,654,046, 31% higher in number and 49% greater in amount of financing than in February 1952.

New passenger car sales financed were solely responsible for the increases, recording gains of 49% in number and 87% in amount of financing. Commercial vehicle sales on the other hand declined 8% in number and 6% in amount of financing from February last year.

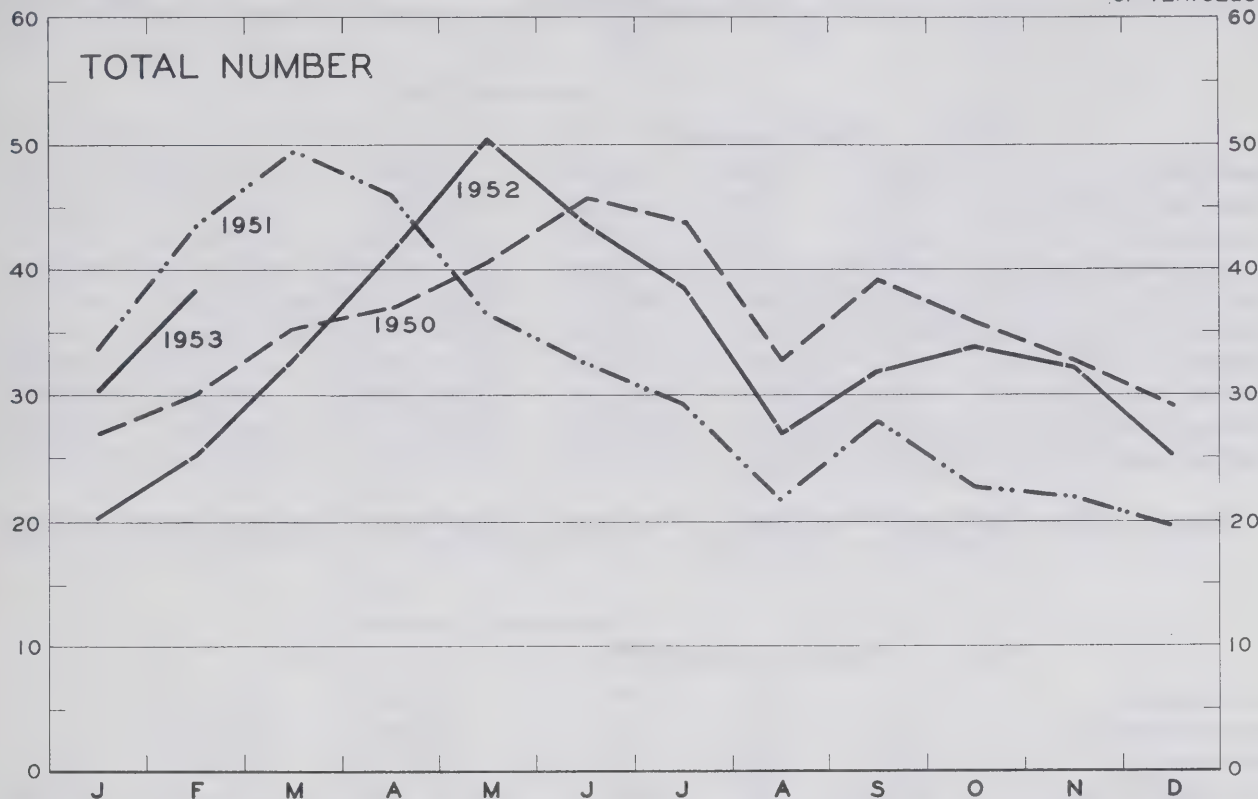
Used Vehicles--Financing of used vehicles was higher in February 1953 than a year ago but the rate of increase was below that for the last ten months. The number of used vehicles financed was 11% higher and the amount of financing 37% greater than in February 1952. Used passenger cars accounted for most of this increase with gains of 13% in number and 43% in amount of financing. Fewer used commercial vehicles were financed and the amount of financing was only slightly higher than in February 1952.

NEW MOTOR VEHICLE SALES

1950-51-52-53

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952

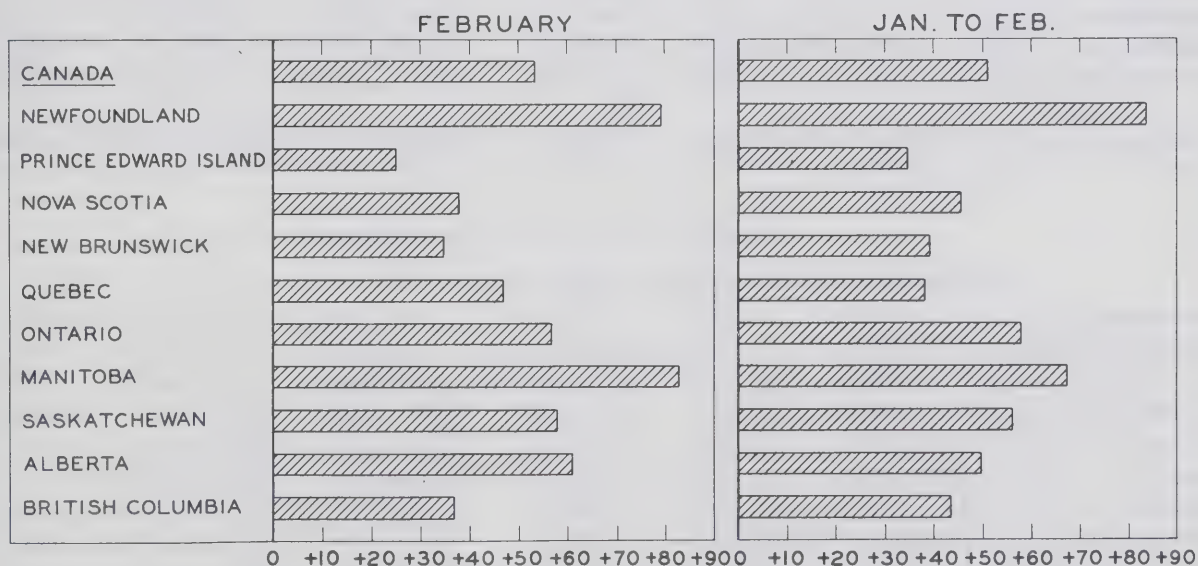


TABLE 1 New Motor Vehicle Sales, by Provinces
FEBRUARY 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	156	288	+ 84.6	397,618	683,838	+ 72.0
Prince Edward Island...	59	89	+ 50.8	157,111	214,546	+ 36.6
Nova Scotia	543	919	+ 69.2	1,399,846	2,250,962	+ 60.8
New Brunswick	485	821	+ 69.3	1,227,267	2,017,535	+ 64.4
Quebec	3,572	5,774	+ 61.6	9,621,536	14,886,371	+ 54.7
Ontario	8,041	13,294	+ 65.3	21,158,702	33,374,146	+ 57.7
Manitoba	828	1,663	+100.8	2,227,280	4,187,160	+ 88.0
Saskatchewan	906	1,766	+ 94.9	2,352,507	4,480,112	+ 90.4
Alberta	1,451	2,587	+ 78.3	3,888,433	6,542,233	+ 68.2
British Columbia	1,945	3,053	+ 57.0	4,738,972	7,533,857	+ 59.0
Canada	17,986	30,254	+ 68.2	47,169,272	76,170,760	+ 61.5
Commercial Vehicles						
Newfoundland	91	155	+ 70.3	192,742	329,027	+ 70.7
Prince Edward Island...	61	61	(2)	128,088	136,626	+ 6.7
Nova Scotia	314	263	- 16.2	668,576	565,700	- 15.4
New Brunswick	288	222	- 22.9	758,858	490,402	- 35.4
Quebec	1,206	1,256	+ 4.1	4,108,473	3,206,601	- 22.0
Ontario	2,447	3,160	+ 29.1	6,271,281	8,059,680	+ 28.5
Manitoba	323	437	+ 35.3	884,461	1,155,210	+ 30.6
Saskatchewan	658	705	+ 7.1	1,609,458	1,676,361	+ 4.2
Alberta	891	1,178	+ 32.2	2,220,129	2,868,334	+ 29.2
British Columbia	866	798	- 7.9	2,154,453	1,980,291	- 8.1
Canada	7,145	8,235	+ 15.3	18,996,519	20,468,232	+ 7.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	247	443	+ 79.4	590,360	1,012,865	+ 71.6
Prince Edward Island...	120	150	+ 25.0	285,199	351,172	+ 23.1
Nova Scotia	857	1,182	+ 37.9	2,068,422	2,816,662	+ 36.2
New Brunswick	773	1,043	+ 34.9	1,986,125	2,507,937	+ 26.3
Quebec	4,778	7,030	+ 47.1	13,730,009	18,092,972	+ 31.8
Ontario	10,488	16,454	+ 56.9	27,429,983	41,433,826	+ 51.1
Manitoba	1,151	2,100	+ 82.5	3,111,741	5,342,370	+ 71.7
Saskatchewan	1,564	2,471	+ 58.0	3,961,965	6,156,473	+ 55.4
Alberta	2,342	3,765	+ 60.8	6,108,562	9,410,567	+ 54.1
British Columbia	2,811	3,851	+ 37.0	6,893,425	9,514,148	+ 38.0
Canada	25,131	38,489	+ 53.2	66,165,791	96,638,992	+ 46.1

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
FEBRUARY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	386	710	+ 83.9	501,854	1,160,670	+131.3
Quebec	1,189	1,952	+ 64.2	1,751,282	3,546,726	+102.5
Ontario	2,836	3,986	+ 40.6	3,613,282	6,430,171	+ 78.0
Manitoba	301	481	+ 59.8	384,664	746,980	+ 94.2
Saskatchewan	371	500	+ 34.8	499,118	789,684	+ 58.2
Alberta	671	993	+ 48.0	938,687	1,693,360	+ 80.4
British Columbia	701	989	+ 41.1	893,279	1,678,101	+ 87.9
Canada	6,455	9,611	+ 48.9	8,582,166	16,045,692	+ 87.0
Commercial Vehicles						
Atlantic Provinces	224	245	+ 9.4	375,497	495,257	+ 31.9
Quebec	650	486	- 25.2	1,513,572	1,058,139	- 30.1
Ontario	1,050	854	- 18.7	1,989,544	1,604,648	- 19.3
Manitoba	156	134	- 14.1	302,942	217,161	- 28.3
Saskatchewan	154	222	+ 44.2	312,702	401,967	+ 28.5
Alberta	399	505	+ 26.6	843,382	1,234,476	+ 46.4
British Columbia	278	242	- 12.9	614,152	596,706	- 2.8
Canada	2,911	2,688	- 7.7	5,951,791	5,608,354	- 5.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	610	955	+ 56.6	877,351	1,655,927	+ 88.7
Quebec	1,839	2,438	+ 32.6	3,264,854	4,604,865	+ 41.0
Ontario	3,886	4,840	+ 24.5	5,602,826	8,034,819	+ 43.4
Manitoba	457	615	+ 34.6	687,606	964,141	+ 40.2
Saskatchewan	525	722	+ 37.5	811,820	1,191,651	+ 46.8
Alberta	1,070	1,498	+ 40.0	1,782,069	2,927,836	+ 64.3
British Columbia	979	1,231	+ 25.7	1,507,431	2,274,807	+ 50.9
Canada	9,366	12,299	+ 31.3	14,533,957	21,654,046	+ 49.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
FEBRUARY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952(1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
	Passenger Cars					
Atlantic Provinces	1,523	1,979	+ 29.9	986,069	1,470,301	+ 49.1
Quebec	2,725	3,595	+ 31.9	2,127,767	3,346,540	+ 57.3
Ontario	10,869	11,504	+ 5.8	6,896,343	9,404,839	+ 36.4
Manitoba	1,088	1,139	+ 4.7	756,141	1,027,248	+ 35.9
Saskatchewan	936	1,219	+ 30.2	646,453	984,669	+ 52.3
Alberta	2,135	2,532	+ 18.6	1,523,405	2,253,678	+ 47.9
British Columbia	2,471	2,665	+ 7.9	1,663,846	2,428,485	+ 46.0
Canada	21,747	24,633	+ 13.3	14,600,024	20,915,760	+ 43.3
	Commercial Vehicles					
Atlantic Provinces	471	512	+ 8.7	338,339	387,117	+ 14.4
Quebec	710	613	- 13.7	757,263	602,579	- 20.4
Ontario	1,481	1,351	- 8.8	1,155,878	1,232,155	+ 6.6
Manitoba	215	200	- 7.0	194,480	183,821	- 5.5
Saskatchewan	279	309	+ 10.8	227,483	324,184	+ 42.5
Alberta	576	657	+ 14.1	501,336	695,137	+ 38.7
British Columbia	399	445	+ 11.5	373,210	443,284	+ 18.8
Canada	4,131	4,087	- 1.1	3,547,989	3,868,277	+ 9.0
	Total - Passenger Cars and Commercial Vehicles					
Atlantic Provinces	1,994	2,491	+ 24.9	1,324,408	1,857,418	+ 40.2
Quebec	3,435	4,208	+ 22.5	2,885,030	3,949,119	+ 36.9
Ontario	12,350	12,855	+ 4.1	8,052,221	10,636,994	+ 32.1
Manitoba	1,303	1,339	+ 2.8	950,621	1,211,069	+ 27.4
Saskatchewan	1,215	1,528	+ 25.8	873,936	1,308,853	+ 49.8
Alberta	2,711	3,189	+ 17.6	2,024,741	2,948,815	+ 45.6
British Columbia	2,870	3,110	+ 8.4	2,037,056	2,871,769	+ 41.0
Canada	25,878	28,720	+ 11.0	18,148,013	24,784,037	+ 36.6

(1) Revised
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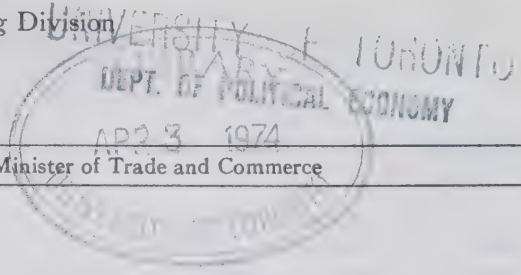
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Industry and Merchandising Division

OTTAWA



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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH, 1953

New Motor Vehicle Sales

There were 49,930 new vehicles retailed for \$124,916,470 in March 1953, 52% greater in number and 46% higher in value than the 32,764 new vehicles sold for \$85,655,725 in March 1952. All provinces registered increased sales over March last year. Sales of both passenger cars and commercial vehicles were higher during this period. Passenger car sales increased 71% in number and 63% in retail value over March 1952. Sales of commercial vehicles recorded slight increases of 7% in number and 3% in value.

Cumulative figures for the first quarter of 1953 show that sales of new motor vehicles were 52% greater in number and 45% higher in retail value than in the corresponding period in 1952. There were 92,227 new passenger cars retailed for \$232,641,926 during the period from January to March 1953, an increase of 69% in number and 62% in retail value over the 54,851 passenger cars sold for \$143,545,960 during the first quarter of 1952.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Sales of Buses, March 1952 and 1953

	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	3	-	40,187	-
Quebec	10	7	148,051	113,896
Ontario	15	3	191,667	41,427
Manitoba	8	4	137,921	64,020
Saskatchewan	-	-	-	-
Alberta	4	-	102,472	-
British Columbia	-	-	-	-
CANADA	40	14	620,298	219,343

Financing of New Motor Vehicle Sales

New Vehicles - There were 17,805 new vehicles financed in March 1953 to the extent of \$31,133,362 as compared with 11,289 new vehicles financed for \$17,888,317 in March 1952. New passenger car financing accounted for the greater part of this increase with 80% more cars financed for a gain of 115% in amount of financing. Commercial vehicle sales increased 7% in number financed and 8% in amount.

Financing of new vehicles during the first quarter of 1953 was 46% greater in number and 61% greater in amount than for the same period last year.

Used Vehicles - Financing of used vehicles continued to advance in March 1953. A total of 39,720 used passenger cars and commercial vehicles were financed for \$34,354,313 as compared with 32,735 units financed for \$22,988,762 in March, 1952. Of these, 34,041 were passenger cars financed to the extent of \$29,063,322 against 27,559 financed for \$18,469,460, and 5,679 were commercial vehicles financed for \$5,290,991 against 5,176 for \$4,519,302 in March last year.

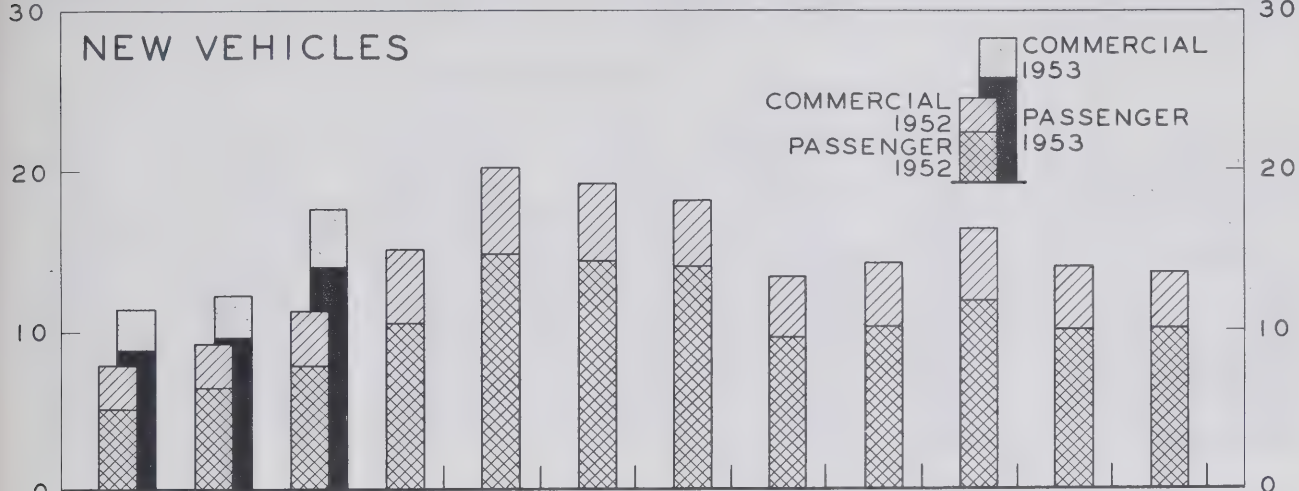
The number of used vehicles financed was 20% greater and the amount 48% above the January to March period of last year.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1952(REVISED)—1953

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

NEW VEHICLES



60

USED VEHICLES

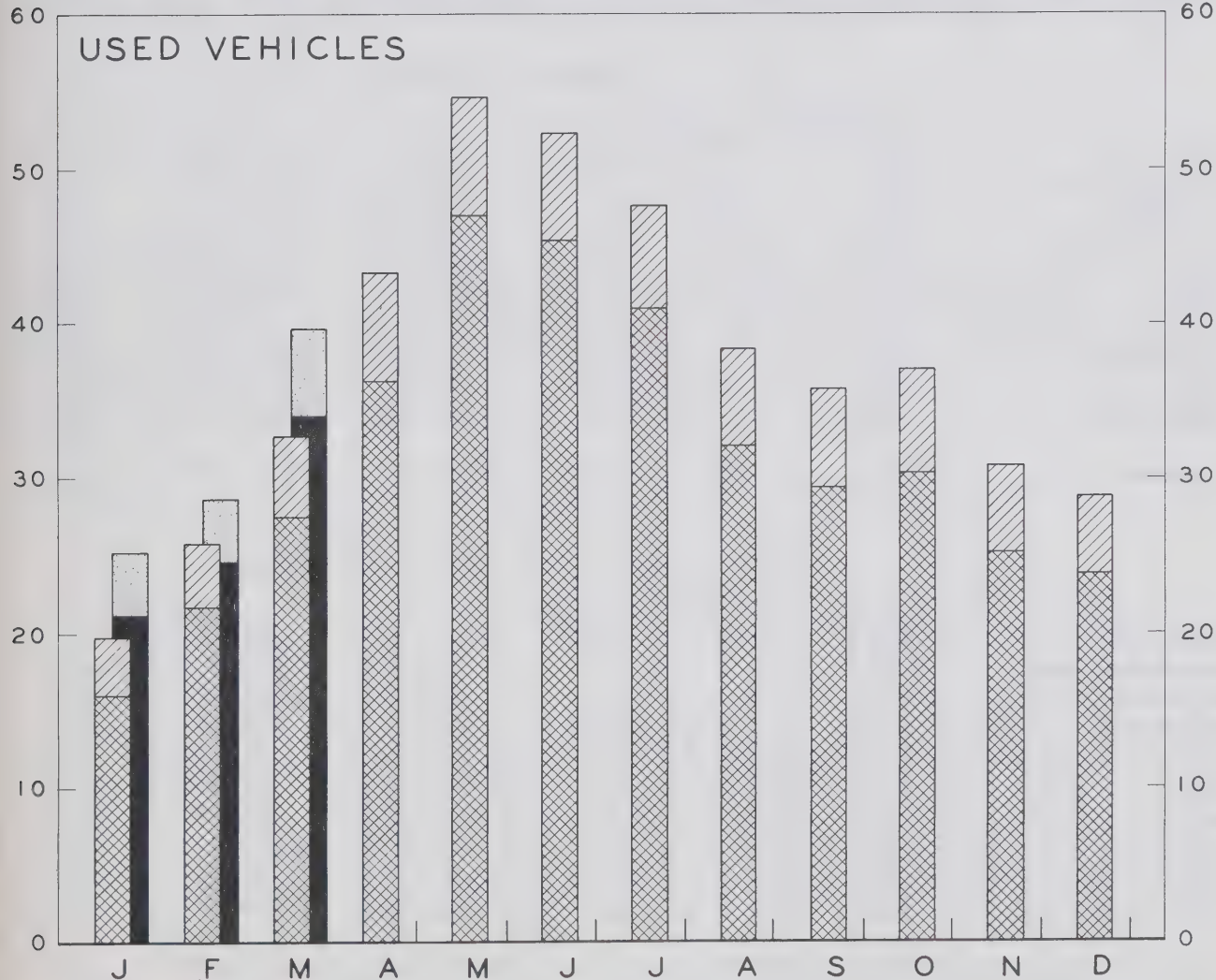


TABLE 1 New Motor Vehicle Sales, by Provinces
MARCH 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	286	337	+ 17.8	731,254	798,559	+ 9.2
Prince Edward Island...	83	166	+ 100.0	211,440	385,428	+ 82.3
Nova Scotia	849	1,439	+ 69.5	2,151,883	3,430,718	+ 59.4
New Brunswick	597	1,366	+ 128.8	1,512,705	3,350,401	+ 121.5
Quebec	5,094	8,013	+ 57.3	13,805,657	20,464,976	+ 48.2
Ontario	10,080	17,610	+ 74.7	26,861,478	44,453,205	+ 65.5
Manitoba	1,186	2,007	+ 69.2	3,028,803	5,020,479	+ 65.8
Saskatchewan	1,404	2,404	+ 71.2	3,608,549	6,033,788	+ 67.2
Alberta	1,824	2,951	+ 61.8	4,871,226	7,612,167	+ 56.3
British Columbia	1,685	3,250	+ 92.9	4,146,245	7,811,919	+ 88.4
Canada	23,088	39,543	+ 71.3	60,929,240	99,361,640	+ 63.1
Commercial Vehicles						
Newfoundland	149	139	- 6.7	316,901	292,612	- 7.7
Prince Edward Island...	66	84	+ 27.3	135,996	174,332	+ 28.2
Nova Scotia	330	376	+ 13.9	737,439	783,495	+ 6.2
New Brunswick	282	398	+ 41.1	629,800	842,392	+ 33.8
Quebec	1,637	1,689	+ 3.2	4,587,715	4,286,290	- 6.6
Ontario	3,457	4,062	+ 17.5	8,909,577	10,498,063	+ 17.8
Manitoba	541	380	- 29.8	1,349,642	976,392	- 27.7
Saskatchewan	954	1,055	+ 10.6	2,178,961	2,454,069	+ 12.6
Alberta	1,297	1,512	+ 16.6	3,181,932	3,560,787	+ 11.9
British Columbia	963	692	- 28.1	2,698,522	1,686,398	- 37.5
Canada	9,676	10,387	+ 7.3	24,726,485	25,554,830	+ 3.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	435	476	+ 9.4	1,048,155	1,091,171	+ 4.1
Prince Edward Island...	149	250	+ 67.8	347,436	559,760	+ 61.1
Nova Scotia	1,179	1,815	+ 53.9	2,889,322	4,214,213	+ 45.9
New Brunswick	879	1,764	+ 100.7	2,142,505	4,192,793	+ 95.7
Quebec	6,731	9,702	+ 44.1	18,393,372	24,751,266	+ 34.6
Ontario	13,537	21,672	+ 60.1	35,771,055	54,951,268	+ 53.6
Manitoba	1,727	2,387	+ 38.2	4,378,445	5,996,871	+ 37.0
Saskatchewan	2,358	3,459	+ 46.7	5,787,510	8,487,857	+ 46.7
Alberta	3,121	4,463	+ 43.0	8,053,158	11,172,954	+ 38.7
British Columbia	2,648	3,942	+ 48.9	6,844,767	9,498,317	+ 38.8
Canada	32,764	49,930	+ 52.4	85,655,725	124,916,470	+ 45.8

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
MARCH 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	527	1,174	+ 122.8	729,519	1,922,729	+ 163.6
Quebec	1,817	3,281	+ 80.6	2,768,557	5,898,296	+ 113.0
Ontario	3,192	5,750	+ 80.1	4,289,526	9,327,026	+ 117.4
Manitoba	423	714	+ 68.8	549,857	1,148,574	+ 108.9
Saskatchewan	450	669	+ 48.7	614,655	1,055,126	+ 71.7
Alberta	737	1,315	+ 78.4	1,098,157	2,265,859	+ 106.3
British Columbia	685	1,195	+ 74.5	958,595	2,076,175	+ 116.6
Canada	7,831	14,098	+ 80.0	11,008,866	23,693,785	+ 115.2
Commercial Vehicles						
Atlantic Provinces	275	396	+ 44.0	484,119	666,765	+ 37.7
Quebec	900	717	- 20.3	1,825,327	1,449,222	- 20.6
Ontario	1,013	1,132	+ 11.7	1,866,851	2,187,042	+ 17.2
Manitoba	180	163	- 9.4	340,065	303,434	- 10.8
Saskatchewan	232	289	+ 24.6	483,676	553,947	+ 14.5
Alberta	467	653	+ 39.8	1,048,709	1,497,673	+ 42.8
British Columbia	391	357	- 8.7	830,704	781,494	- 5.9
Canada	3,458	3,707	+ 7.2	6,879,451	7,439,577	+ 8.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	802	1,570	+ 95.8	1,213,638	2,589,494	+ 113.4
Quebec	2,717	3,998	+ 47.1	4,593,884	7,347,518	+ 59.9
Ontario	4,205	6,882	+ 63.7	6,156,377	11,514,068	+ 87.0
Manitoba	603	877	+ 45.4	889,922	1,452,008	+ 63.2
Saskatchewan	682	958	+ 40.5	1,098,331	1,609,073	+ 46.5
Alberta	1,204	1,968	+ 63.5	2,146,866	3,763,532	+ 75.3
British Columbia	1,076	1,552	+ 44.2	1,789,299	2,857,669	+ 59.7
Canada	11,289	17,805	+ 57.7	17,888,317	31,133,362	+ 74.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
MARCH 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,079	3,209	+ 54.4	1,354,882	2,409,603	+ 77.8
Quebec	4,153	6,156	+ 48.2	3,237,364	5,548,395	+ 71.4
Ontario	13,153	15,112	+ 14.9	8,194,665	12,383,668	+ 51.1
Manitoba	1,411	1,533	+ 8.6	922,350	1,342,684	+ 45.6
Saskatchewan	1,311	1,706	+ 30.1	858,982	1,346,107	+ 56.7
Alberta	2,611	3,171	+ 21.4	1,819,639	2,986,343	+ 64.1
British Columbia	2,841	3,154	+ 11.0	2,081,578	3,046,522	+ 46.4
Canada	27,559	34,041	+ 23.5	18,469,460	29,063,322	+ 57.4
Commercial Vehicles						
Atlantic Provinces	569	769	+ 35.1	401,802	542,674	+ 35.1
Quebec	906	993	+ 9.6	944,111	985,157	+ 4.3
Ontario	1,764	1,814	+ 2.8	1,407,635	1,594,185	+ 13.3
Manitoba	296	233	- 21.3	195,194	211,134	+ 8.2
Saskatchewan	343	415	+ 21.0	297,601	381,671	+ 28.2
Alberta	773	892	+ 15.4	734,118	951,169	+ 29.6
British Columbia	525	563	+ 7.2	538,841	625,001	+ 16.0
Canada	5,176	5,679	+ 9.7	4,519,302	5,290,991	+ 17.1
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,648	3,978	+ 50.2	1,756,684	2,952,277	+ 68.1
Quebec	5,059	7,149	+ 41.3	4,181,475	6,533,552	+ 56.2
Ontario	14,917	16,926	+ 13.5	9,602,300	13,977,853	+ 45.6
Manitoba	1,707	1,766	+ 3.5	1,117,544	1,553,818	+ 39.0
Saskatchewan	1,654	2,121	+ 28.2	1,156,583	1,727,778	+ 49.4
Alberta	3,384	4,063	+ 20.1	2,553,757	3,937,512	+ 54.2
British Columbia	3,366	3,717	+ 10.4	2,620,419	3,671,523	+ 40.1
Canada	32,735	39,720	+ 21.3	22,988,762	34,354,313	+ 49.4

(1) Revised

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MERCHANDISING
BAROMETRICS FILE 'M'

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL, 1953

New Motor Vehicle Sales

During April 1953, there were 56,114 new motor vehicles sold for \$140,479,801, an increase of 37% in number and 36% in retail value over the 41,046 new vehicles retailed for \$102,927,650 in April 1952. Higher sales were reported by all provinces, British Columbia taking the lead with gains of 76% in number and 78% in value of sales.

There were 43,414 passenger cars sold during April 1953 for a retail value of \$109,631,203, an increase of 45% in number and 46% in value over sales in April last year. Commercial vehicle sales advanced 14% in number and 11% in value.

Note: Retail Values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, April, 1952 and 1953

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	3	-	38,350	-
Quebec	16	15	413,049	235,154
Ontario	5	5	70,369	75,089
Manitoba	4	3	69,694	46,640
Saskatchewan	-	-	-	-
Alberta	1	-	20,067	-
British Columbia	4	-	69,949	-
Canada	33	23	681,478	356,883

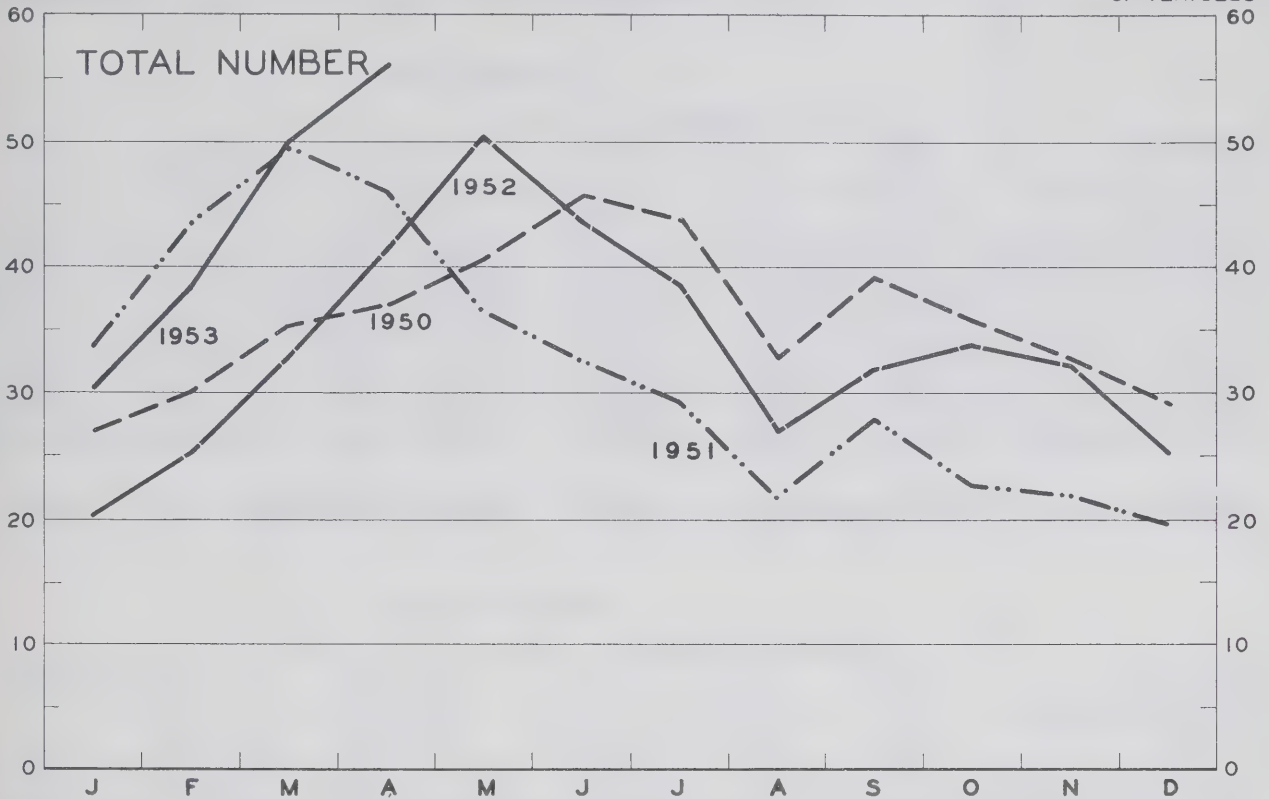
Financing of Motor Vehicle Sales

New Vehicles--The amount of financing continued at a more rapid rate of increase than did the number of new vehicles financed. There were 21,548 new vehicles financed in April, up 43% from a year ago while the amount of financing at \$37,980,462 was 63% higher than the April 1952 figure.

Passenger cars registered considerable gains in both number and amount of financing, 57% and 89% respectively while commercial vehicles increased 11% in number financed and 19% in amount.

Used Vehicles--There were 49,165 used vehicles financed to the extent of \$42,112,012 in April 1953, up 13% in number and 39% in amount over last year. Used passenger cars accounted for most of this increase with gains of 16% in number and 47% in amount of financing. Used commercial vehicle financing advanced only slightly over last year.

NEW MOTOR VEHICLE SALES 1950-51-52-53

THOUSANDS
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OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952

APRIL

JAN. TO APRIL

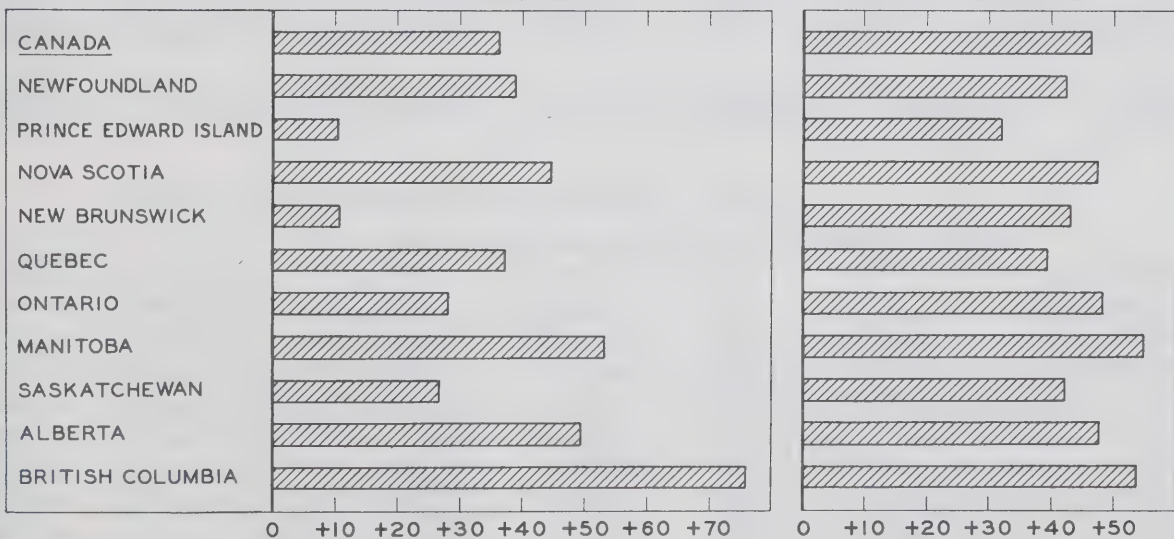


TABLE 1 New Motor Vehicle Sales, by Provinces
APRIL 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	364	511	+ 40.4	870,511	1,203,245	+ 38.2
Prince Edward Island...	156	186	+ 19.2	394,000	451,274	+ 14.5
Nova Scotia	1,014	1,582	+ 56.0	2,511,369	3,928,387	+ 56.4
New Brunswick	969	1,124	+ 16.0	2,415,595	2,802,491	+ 16.0
Quebec	6,866	9,802	+ 42.8	17,714,128	25,609,430	+ 44.6
Ontario	12,602	17,354	+ 37.7	31,611,527	43,526,565	+ 37.7
Manitoba	1,676	2,484	+ 48.2	4,219,150	6,143,288	+ 45.6
Saskatchewan	2,173	2,835	+ 30.5	5,455,741	7,261,651	+ 33.1
Alberta	2,260	3,597	+ 59.2	5,748,322	9,178,193	+ 59.7
British Columbia	1,856	3,939	+112.2	4,278,147	9,526,679	+122.7
Canada	29,936	43,414	+ 45.0	75,218,490	109,631,203	+ 45.8
Commercial Vehicles						
Newfoundland	197	269	+ 36.5	419,707	565,870	+ 34.8
Prince Edward Island...	111	109	- 1.8	232,252	219,497	- 5.5
Nova Scotia	408	479	+ 17.4	947,067	990,031	+ 4.5
New Brunswick	407	400	- 1.7	919,404	854,746	- 7.0
Quebec	2,355	2,887	+ 22.6	6,504,051	7,087,150	+ 9.0
Ontario	3,491	3,293	- 5.7	8,508,753	8,592,895	+ 1.0
Manitoba	605	1,014	+ 67.6	1,435,618	2,330,727	+ 62.4
Saskatchewan	1,364	1,653	+ 21.2	3,239,295	3,786,653	+ 16.9
Alberta	1,295	1,725	+ 33.2	3,178,653	4,196,738	+ 32.0
British Columbia	877	871	- 0.7	2,324,360	2,224,291	- 4.3
Canada	11,110	12,700	+ 14.3	27,709,160	30,848,598	+ 11.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	561	780	+ 39.0	1,290,218	1,769,115	+ 37.1
Prince Edward Island...	267	295	+ 10.5	626,252	670,771	+ 7.1
Nova Scotia	1,422	2,061	+ 44.9	3,458,436	4,918,418	+ 42.2
New Brunswick	1,376	1,524	+ 10.8	3,334,999	3,657,237	+ 9.7
Quebec	9,221	12,689	+ 37.6	24,218,179	32,696,580	+ 35.0
Ontario	16,093	20,647	+ 28.3	40,120,280	52,119,460	+ 29.9
Manitoba	2,281	3,498	+ 53.4	5,654,768	8,474,015	+ 49.9
Saskatchewan	3,537	4,488	+ 26.9	8,695,036	11,048,304	+ 27.1
Alberta	3,555	5,322	+ 49.7	8,926,975	13,374,931	+ 49.8
British Columbia	2,733	4,810	+ 76.0	6,602,507	11,750,970	+ 78.0
Canada	41,046	56,114	+ 36.7	102,927,650	140,479,801	+ 36.5

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
APRIL 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	893	1,451	+ 62.5	1,193,964	2,390,147	+100.2
Quebec	2,934	4,203	+ 43.3	4,426,623	7,643,949	+ 72.7
Ontario	3,756	6,058	+ 61.3	4,924,362	9,864,985	+100.3
Manitoba	571	826	+ 44.7	754,788	1,331,850	+ 76.5
Saskatchewan	636	870	+ 36.8	863,533	1,413,724	+ 63.7
Alberta	905	1,646	+ 81.9	1,313,389	2,878,337	+119.2
British Columbia	819	1,454	+ 77.5	1,213,342	2,249,398	+ 85.4
Canada	10,514	16,508	+ 57.0	14,690,001	27,772,390	+ 89.1
Commercial Vehicles						
Atlantic Provinces	418	584	+ 39.7	645,017	1,026,866	+ 59.2
Quebec	1,220	1,145	- 6.1	2,315,772	2,308,961	- 0.3
Ontario	1,300	1,477	+ 13.6	2,397,661	2,814,816	+ 17.4
Manitoba	212	226	+ 6.6	373,038	358,706	- 3.8
Saskatchewan	397	409	+ 3.0	776,514	991,483	+ 27.7
Alberta	609	852	+ 39.9	1,230,329	1,915,022	+ 55.7
British Columbia	374	347	- 7.2	846,998	792,218	- 6.5
Canada	4,530	5,040	+ 11.3	8,585,329	10,208,072	+ 18.9
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,311	2,035	+ 55.2	1,838,981	3,417,013	+ 85.8
Quebec	4,154	5,348	+ 28.7	6,742,395	9,952,910	+ 47.6
Ontario	5,056	7,535	+ 49.0	7,322,023	12,679,801	+ 73.2
Manitoba	783	1,052	+ 34.4	1,127,826	1,690,556	+ 49.9
Saskatchewan	1,033	1,279	+ 23.8	1,640,047	2,405,207	+ 46.7
Alberta	1,514	2,498	+ 65.0	2,543,718	4,793,359	+ 88.4
British Columbia	1,193	1,801	+ 51.0	2,060,340	3,041,616	+ 47.6
Canada	15,044	21,548	+ 43.2	23,275,330	37,980,462	+ 63.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
APRIL 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	3,203	4,000	+ 24.9	2,066,541	3,022,461	+ 46.3
Quebec	6,467	8,414	+ 30.1	5,007,926	7,596,759	+ 51.7
Ontario	15,923	17,596	+ 10.5	9,778,764	14,615,668	+ 49.5
Manitoba	2,027	2,139	+ 5.5	1,300,325	1,786,400	+ 37.4
Saskatchewan	2,156	2,311	+ 7.2	1,423,975	1,810,348	+ 27.1
Alberta	3,556	4,035	+ 13.5	2,497,314	3,583,896	+ 43.5
British Columbia	2,883	3,382	+ 17.3	2,042,045	3,125,382	+ 53.1
Canada	36,215	41,877	+ 15.6	24,116,890	35,540,914	+ 47.4
Commercial Vehicles						
Atlantic Provinces	838	1,011	+ 20.6	597,053	761,388	+ 27.5
Quebec	1,433	1,400	- 2.3	1,357,568	1,417,173	+ 4.4
Ontario	2,239	2,169	- 3.1	1,869,817	1,787,106	- 4.4
Manitoba	394	341	- 13.5	303,723	302,977	- 0.2
Saskatchewan	636	658	+ 3.5	506,937	587,640	+ 15.9
Alberta	1,011	1,135	+ 12.3	902,903	1,116,108	+ 23.6
British Columbia	548	574	+ 4.7	530,024	598,706	+ 13.0
Canada	7,099	7,288	+ 2.7	6,068,025	6,571,098	+ 8.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,041	5,011	+ 24.0	2,663,594	3,783,849	+ 42.1
Quebec	7,900	9,814	+ 24.2	6,365,494	9,013,932	+ 41.6
Ontario	18,162	19,765	+ 8.8	11,648,581	16,402,774	+ 40.8
Manitoba	2,421	2,480	+ 2.4	1,604,048	2,089,377	+ 30.3
Saskatchewan	2,792	2,969	+ 6.3	1,930,912	2,397,988	+ 24.2
Alberta	4,567	5,170	+ 13.2	3,400,217	4,700,004	+ 38.2
British Columbia	3,431	3,956	+ 15.3	2,572,069	3,724,088	+ 44.8
Canada	43,314	49,165	+ 13.5	30,184,915	42,112,012	+ 39.5

(1) Revised
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OTTAWA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY, 1953

New Motor Vehicle Sales

Sales of new motor vehicles continued upward in May 1953 but the rate of increase over 1952 was much lower than in previous months of this year. New motor vehicle sales numbered 52,850 with a retail value of \$133,171,195, representing an increase of 5% in number and 8% in value over the 50,143 new vehicles sold for \$123,352,108 in May 1952.

The overall increase was due solely to sales of passenger cars. These numbered 40,700 in May 1953 and had a retail value of \$103,120,217, an increase of 8% in number and 11% in value over sales in May last year. Commercial vehicle sales, on the other hand, declined 2% in number and value.

Note: Retail Values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, May, 1952 and 1953

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	5	6	67,500	73,650
Quebec	19	6	406,544	109,164
Ontario	18	14	257,801	279,218
Manitoba	4	5	69,610	85,662
Saskatchewan	-	-	-	-
Alberta	-	-	-	-
British Columbia	-	-	-	-
Canada	46	31	801,455	547,694

Financing of Motor Vehicle Sales

New Vehicles--Although the amount of financing continued to increase in May 1953, the number of new vehicles financed declined slightly. There were 19,816 new vehicles financed to the extent of \$36,699,568, down 2% in number and up 8% in amount compared with May 1952.

Passenger car sales increased 1% in number and 16% in amount of financing, while commercial vehicles declined 11% in number and 5% in amount.

Used Vehicles--Financing of used vehicles declined both in number and amount for the first time during the past year. The 48,382 used vehicles financed to the extent of \$41,906,993 in May 1953 represented a decrease of 12% in number and less than 1% in amount from a year ago. Used passenger cars declined at approximately the same rate as total used vehicles, while used commercial vehicles registered decreases of 6% in number and 2% in amount.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1952 (REVISED)—1953

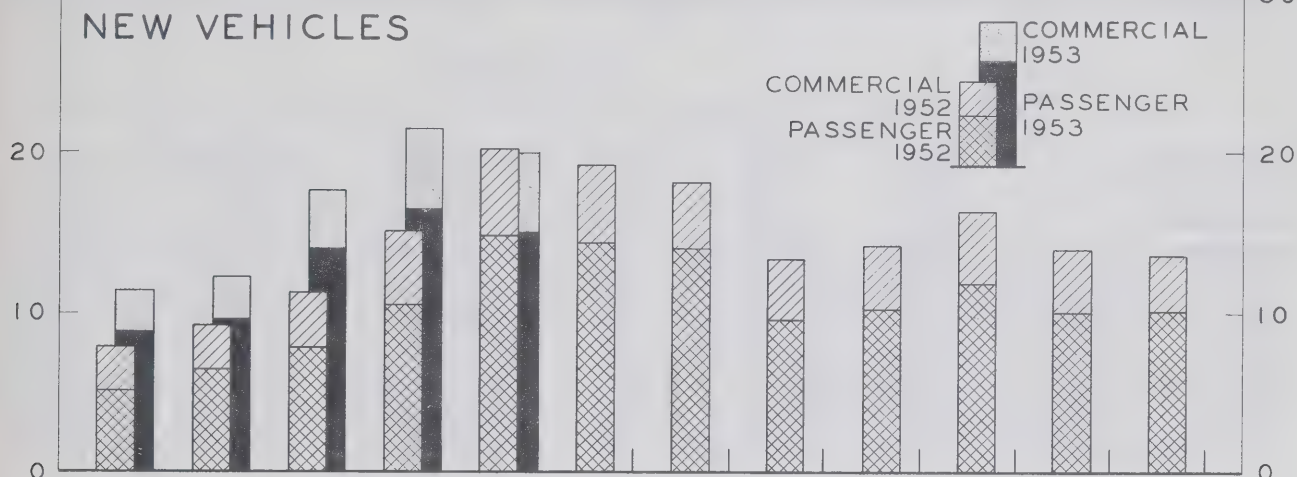
THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

30

30

NEW VEHICLES



60

60

USED VEHICLES

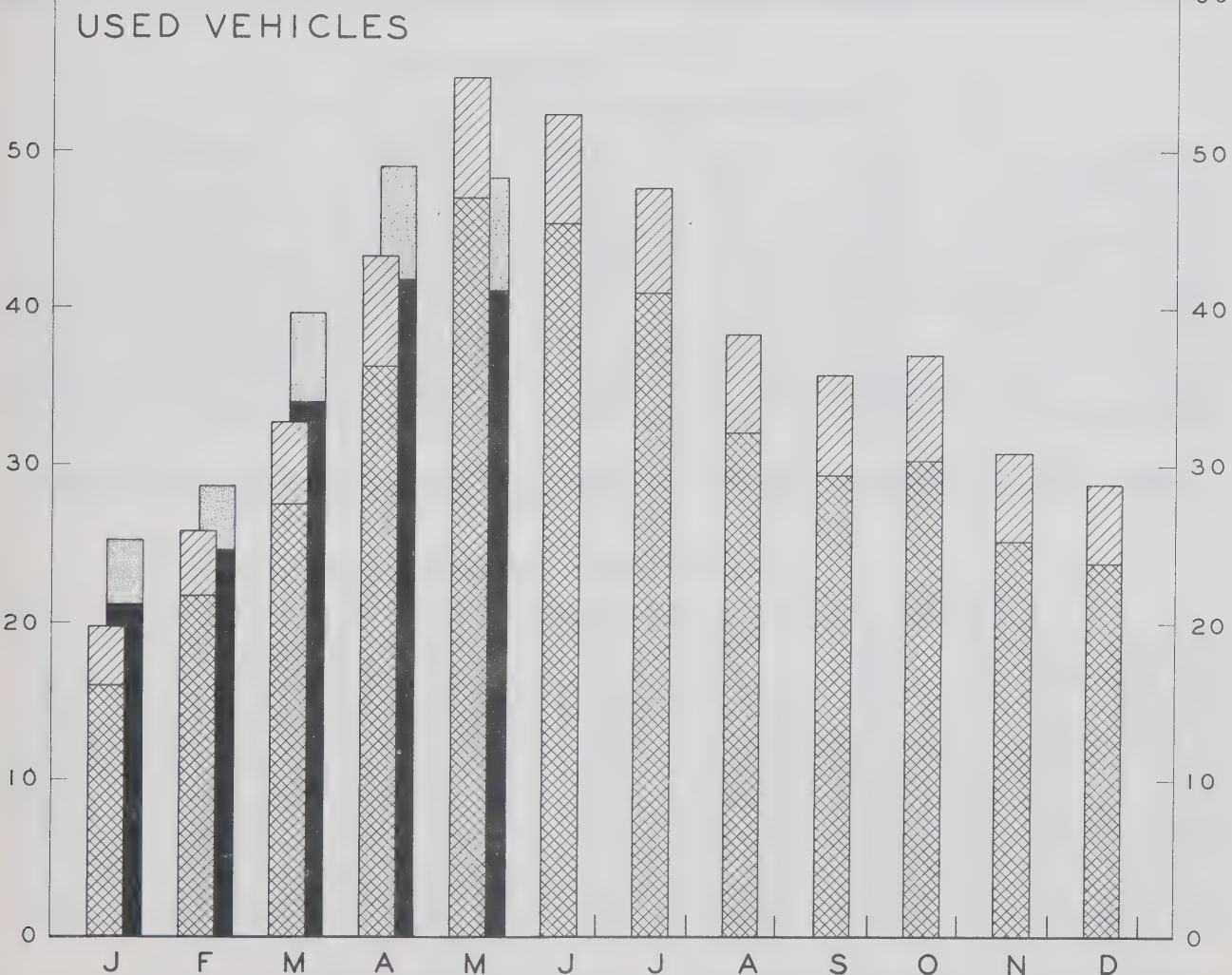


TABLE 1 New Motor Vehicle Sales, by Provinces
MAY 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
	%	\$		\$	\$	%
Passenger Cars						
Newfoundland	496	505	+ 1.8	1,124,782	1,173,696	+ 4.3
Prince Edward Island...	247	194	- 21.5	574,209	468,628	- 18.4
Nova Scotia	1,419	1,136	- 19.9	3,284,685	2,835,344	- 13.7
New Brunswick	1,074	1,232	+ 14.7	2,554,056	3,026,728	+ 18.5
Quebec	7,670	8,413	+ 9.7	19,307,560	21,904,311	+ 13.4
Ontario	16,210	17,740	+ 9.4	40,063,866	44,951,740	+ 12.2
Manitoba	2,115	2,193	+ 3.7	5,129,995	5,410,187	+ 5.5
Saskatchewan	2,307	2,762	+ 19.7	5,681,041	7,262,949	+ 27.8
Alberta	3,044	3,204	+ 5.3	7,523,046	8,047,598	+ 7.0
British Columbia	3,108	3,321	+ 6.9	7,356,225	8,039,036	+ 9.3
Canada	37,690	40,700	+ 8.0	92,599,465	103,120,217	+ 11.4
Commercial Vehicles						
Newfoundland	212	215	+ 1.4	482,695	464,466	- 3.8
Prince Edward Island...	163	89	- 45.4	337,427	182,453	- 45.9
Nova Scotia	411	492	+ 19.7	980,410	1,095,974	+ 11.8
New Brunswick	369	447	+ 21.1	818,921	979,565	+ 19.6
Quebec	2,372	2,213	- 6.7	6,402,139	5,727,567	- 10.5
Ontario	4,175	4,557	+ 9.1	10,215,122	11,288,996	+ 10.5
Manitoba	707	669	- 5.4	1,666,791	1,657,017	- 0.6
Saskatchewan	1,407	1,376	- 2.2	3,253,324	3,233,020	- 0.6
Alberta	1,693	1,360	- 19.7	4,148,893	3,384,789	- 18.4
British Columbia	944	732	- 22.5	2,446,921	2,037,131	- 16.7
Canada	12,453	12,150	- 2.4	30,752,643	30,050,978	- 2.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	708	720	+ 1.7	1,607,477	1,638,162	+ 1.9
Prince Edward Island...	410	283	- 31.0	911,636	651,081	- 28.6
Nova Scotia	1,830	1,628	- 11.0	4,265,095	3,931,318	- 7.8
New Brunswick	1,443	1,679	+ 16.4	3,372,977	4,006,293	+ 18.8
Quebec	10,042	10,626	+ 5.8	25,709,699	27,631,878	+ 7.5
Ontario	20,385	22,297	+ 9.4	50,278,988	56,240,736	+ 11.9
Manitoba	2,822	2,862	+ 1.4	6,796,786	7,067,204	+ 4.0
Saskatchewan	3,714	4,138	+ 11.4	8,934,365	10,495,969	+ 17.5
Alberta	4,737	4,564	- 3.7	11,671,939	11,432,387	- 2.1
British Columbia	4,052	4,053	(2)	9,803,146	10,076,167	+ 2.8
Canada	50,143	52,850	+ 5.4	123,352,108	133,171,195	+ 8.0

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
MAY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,347	1,332	- 1.1	2,001,649	2,254,614	+ 12.6
Quebec	3,578	3,771	+ 5.4	5,845,669	7,045,699	+ 20.5
Ontario	5,783	5,646	- 2.4	8,408,143	9,339,336	+ 11.1
Manitoba	760	791	+ 4.1	1,075,921	1,306,476	+ 21.4
Saskatchewan	886	804	- 9.3	1,300,398	1,343,742	+ 3.3
Alberta	1,183	1,471	+ 24.3	1,813,742	2,552,288	+ 40.7
British Columbia	1,226	1,141	- 6.9	1,925,919	2,009,625	+ 4.3
Canada	14,763	14,956	+ 1.3	22,371,441	25,851,780	+ 15.6
Commercial Vehicles						
Atlantic Provinces	528	543	+ 2.8	925,291	992,708	+ 7.3
Quebec	1,571	1,081	- 39.2	3,666,768	2,699,847	- 26.4
Ontario	1,479	1,382	- 6.6	2,853,990	2,813,465	- 1.4
Manitoba	276	263	- 4.7	495,118	552,812	+ 11.7
Saskatchewan	481	468	- 2.7	1,037,867	981,326	- 5.4
Alberta	685	812	+ 18.5	1,456,764	2,107,432	+ 44.7
British Columbia	429	311	- 27.5	1,031,793	700,198	- 32.1
Canada	5,449	4,860	- 10.8	11,467,591	10,847,788	- 5.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,875	1,875	(2)	2,926,940	3,247,322	+ 10.9
Quebec	5,149	4,852	- 5.7	9,512,437	9,745,546	+ 2.4
Ontario	7,262	7,028	- 3.2	11,262,133	12,152,801	+ 7.9
Manitoba	1,036	1,054	+ 1.7	1,571,039	1,859,288	+ 18.3
Saskatchewan	1,367	1,272	- 6.9	2,338,265	2,325,068	- 0.6
Alberta	1,868	2,283	+ 22.2	3,270,506	4,659,720	+ 42.5
British Columbia	1,655	1,452	- 12.3	2,957,712	2,709,823	- 8.4
Canada	20,212	19,816	- 2.0	33,839,032	36,699,568	+ 8.5

(1) Revised (2) Unchanged

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
MAY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	4,137	3,806	- 8.0	2,845,716	2,949,795	+ 3.7
Quebec	8,029	7,898	- 1.6	6,718,414	7,184,519	+ 6.9
Ontario	22,183	18,118	- 18.3	15,989,857	15,038,472	- 5.9
Manitoba	2,419	2,212	- 8.6	1,731,978	1,871,026	+ 8.0
Saskatchewan	2,576	2,160	- 16.1	1,849,435	1,711,620	- 7.5
Alberta	3,813	3,591	- 5.8	2,841,388	3,154,697	+ 11.0
British Columbia	3,807	3,324	- 12.7	3,157,207	3,158,999	+ 0.1
Canada	46,964	41,109	- 12.5	35,133,995	35,069,128	- 0.2
Commercial Vehicles						
Atlantic Provinces	992	985	- 0.7	721,356	789,501	+ 9.4
Quebec	1,651	1,500	- 9.1	1,709,052	1,474,805	- 13.7
Ontario	2,473	2,188	- 11.5	2,096,510	1,930,133	- 7.9
Manitoba	383	362	- 5.5	293,116	309,629	+ 5.6
Saskatchewan	699	667	- 4.6	566,221	612,472	+ 8.2
Alberta	961	1,025	+ 6.7	933,612	1,137,385	+ 21.8
British Columbia	602	546	- 9.3	626,215	583,940	- 6.8
Canada	7,761	7,273	- 6.3	6,946,082	6,837,865	- 1.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,129	4,791	- 6.6	3,567,072	3,739,296	+ 4.8
Quebec	9,680	9,398	- 2.9	8,427,466	8,659,324	+ 2.8
Ontario	24,656	20,306	- 17.6	18,086,367	16,968,605	- 6.2
Manitoba	2,802	2,574	- 8.1	2,025,094	2,180,655	+ 7.7
Saskatchewan	3,275	2,827	- 13.7	2,415,656	2,324,092	- 3.8
Alberta	4,774	4,616	- 3.3	3,775,000	4,292,082	+ 13.7
British Columbia	4,409	3,870	- 12.2	3,783,422	3,742,939	- 1.1
Canada	54,725	48,382	- 11.6	42,080,077	41,906,993	- 0.4

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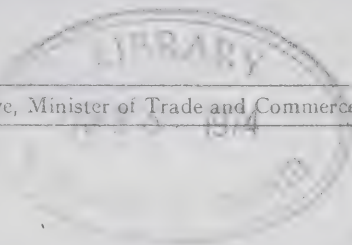


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Industry and Merchandising Division

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE, 1953

New Motor Vehicle Sales

There were 46,449 new motor vehicles sold for \$117,554,345 in June 1953, an increase of 8% in number and 9% in value over the 43,171 new vehicles retailed for \$107,366,374 in June last year.

Again the sales of new passenger cars were solely responsible for the overall increase. These numbered 37,013 with a retail value of \$93,319,420 and were 13% higher in number and 16% greater in value than the sales in June 1952. During the same period commercial vehicles declined 8% in number and 9% in value.

Cumulative figures for the first half of 1953 show that sales of new motor vehicles increased 29% in number and 28% in retail value compared with the corresponding period in 1952. There were 214,054 new passenger cars retailed for \$538,712,766 during the period from January to June 1953, an increase of 38% in number and 37% in retail value over the 155,353 new passenger cars sold for \$391,950,362 during the first half of 1952.

Note: Retail Values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Sales of Buses, June, 1952 and 1953

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	3	-	55,195	-
Quebec	45	11	1,050,196	155,453
Ontario	13	12	169,245	293,959
Manitoba	3	3	51,814	49,592
Saskatchewan	-	-	-	-
Alberta	12	3	246,941	57,679
British Columbia	1	3	19,998	47,915
Canada	77	32	1,593,389	604,598

Financing of Motor Vehicle Sales

New Vehicles--Both the number and amount of financing of new vehicles showed slight increases in June 1953. There were 19,251 vehicles financed to the extent of \$35,423,954, an increase of less than 1% in number and 5% in amount over the 19,226 vehicles financed for \$33,624,046 in June last year.

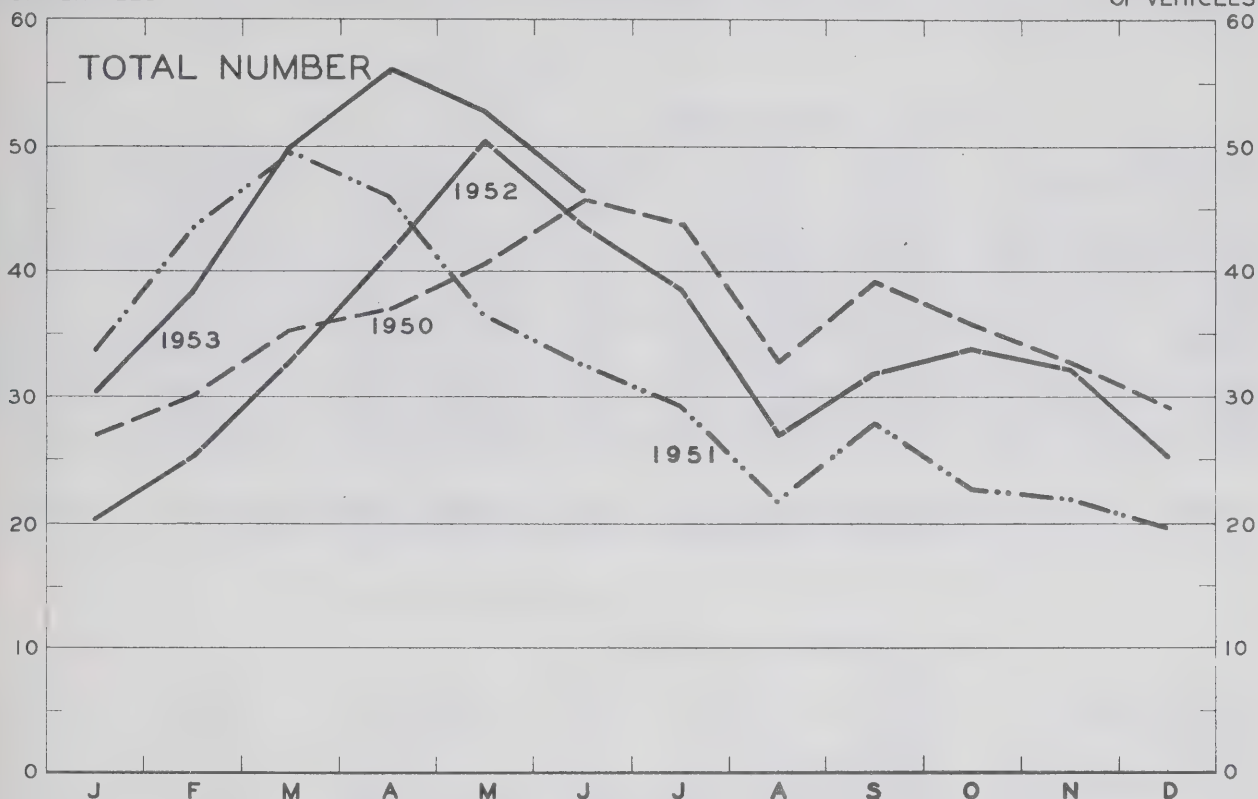
Financing of new passenger cars increased 4% in number and 13% in amount, while commercial vehicles declined 11% both in number and amount of financing.

During the first half of 1953 financing of new vehicles was 23% greater in number and 34% higher in amount than in the same period a year ago.

Used Vehicles--Financing of used vehicles declined both in number and amount for the second consecutive month. The 49,023 used vehicles financed to the extent of \$41,710,395 represented a decrease of 7% in number and almost 2% in amount from June last year. Used passenger cars declined at almost the same rate as total used vehicles, while used commercial vehicles registered a decrease of 4% both in number and amount of financing.

The number of used vehicles financed during the first half of 1953 was 5% greater and the amount 22% above the January to June period of last year.

NEW MOTOR VEHICLE SALES 1950-51-52-53

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OF VEHICLES

% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952

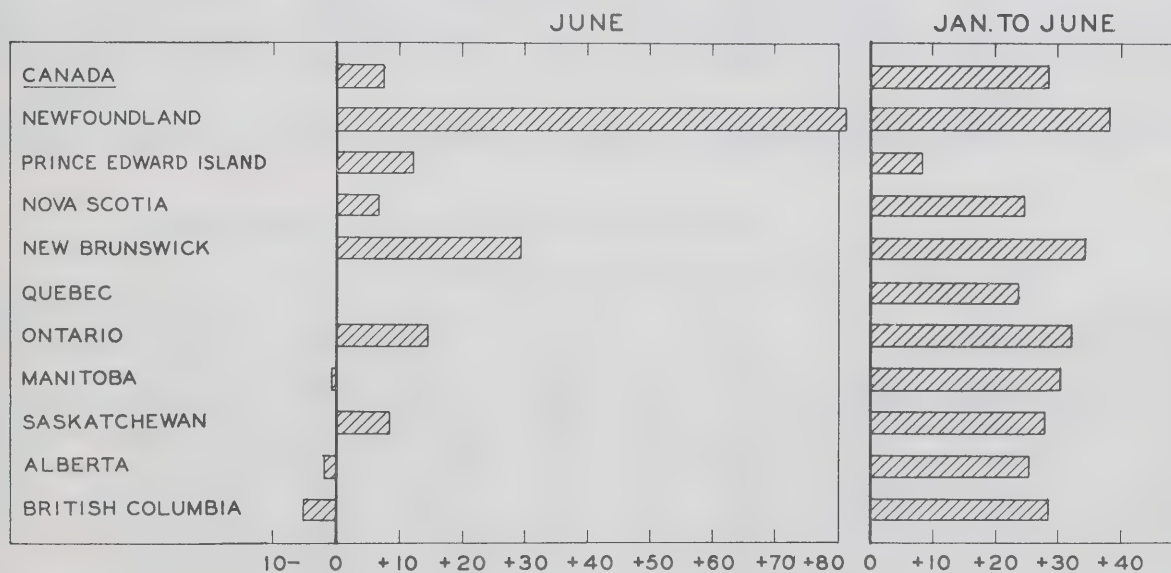


TABLE 1 New Motor Vehicle Sales, by Provinces
JUNE 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	314	642	+ 104.5	728,621	1,493,638	+ 105.0
Prince Edward Island...	118	140	+ 18.6	278,590	336,089	+ 20.6
Nova Scotia	1,081	1,185	+ 9.6	2,565,596	2,907,869	+ 13.3
New Brunswick	905	1,269	+ 40.2	2,210,068	3,153,474	+ 42.7
Quebec	6,549	6,938	+ 5.9	16,373,848	17,746,485	+ 8.4
Ontario	13,349	16,061	+ 20.3	32,850,666	40,705,321	+ 23.9
Manitoba	1,964	1,970	+ 0.3	4,724,680	4,900,185	+ 3.7
Saskatchewan	2,377	2,723	+ 14.6	5,828,424	7,047,451	+ 20.9
Alberta	2,969	3,047	+ 2.6	7,389,538	7,672,381	+ 3.8
British Columbia	3,250	3,038	- 6.5	7,636,416	7,356,527	- 3.7
Canada	32,876	37,013	+ 12.6	80,586,447	93,319,420	+ 15.8
Commercial Vehicles						
Newfoundland	147	193	+ 31.3	312,274	413,299	+ 32.4
Prince Edward Island...	87	90	+ 3.4	180,876	190,162	+ 5.1
Nova Scotia	415	413	- 0.5	908,628	903,151	- 0.6
New Brunswick	290	278	- 4.1	715,509	666,829	- 6.8
Quebec	1,963	1,575	- 19.8	5,902,316	4,263,795	- 27.8
Ontario	3,377	3,100	- 8.2	8,598,883	8,520,435	- 0.9
Manitoba	576	554	- 3.8	1,401,184	1,446,315	+ 3.2
Saskatchewan	1,162	1,117	- 3.9	2,714,015	2,559,886	- 5.7
Alberta	1,464	1,299	- 11.3	3,890,963	3,216,476	- 17.3
British Columbia	814	817	+ 0.4	2,155,279	2,054,577	- 4.7
Canada	10,295	9,436	- 8.3	26,779,927	24,234,925	- 9.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	461	835	+ 81.1	1,040,895	1,906,937	+ 83.2
Prince Edward Island...	205	230	+ 12.2	459,466	526,251	+ 14.5
Nova Scotia	1,496	1,598	+ 6.8	3,474,224	3,811,020	+ 9.7
New Brunswick	1,195	1,547	+ 29.5	2,925,577	3,820,303	+ 30.6
Quebec	8,512	8,513	(2)	22,276,164	22,010,280	- 1.2
Ontario	16,726	19,161	+ 14.6	41,449,549	49,225,756	+ 18.8
Manitoba	2,540	2,524	- 0.6	6,125,864	6,346,500	+ 3.6
Saskatchewan	3,539	3,840	+ 8.5	8,542,439	9,607,337	+ 12.5
Alberta	4,433	4,346	- 2.0	11,280,501	10,888,857	- 3.5
British Columbia	4,064	3,855	- 5.1	9,791,695	9,411,104	- 3.9
Canada	43,171	46,449	+ 7.6	107,366,374	117,554,345	+ 9.5

(1) Revised (2) Unchanged

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
JUNE 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,278	1,283	+ 0.4	1,963,909	2,207,274	+ 12.4
Quebec	3,185	3,415	+ 7.2	5,642,348	6,474,267	+ 14.7
Ontario	5,218	5,844	+ 12.0	7,995,269	9,818,475	+ 22.8
Manitoba	754	768	+ 1.9	1,131,204	1,282,420	+ 13.4
Saskatchewan	857	841	- 1.9	1,321,864	1,431,693	+ 8.3
Alberta	1,623	1,568	- 3.4	2,635,635	2,780,997	+ 5.5
British Columbia	1,424	1,206	- 15.3	2,485,764	2,161,953	- 13.0
Canada	14,339	14,925	+ 4.1	23,175,993	26,157,079	+ 12.9
Commercial Vehicles						
Atlantic Provinces	500	475	- 5.0	884,570	846,251	- 4.3
Quebec	1,148	797	- 30.6	2,622,833	1,808,415	- 31.1
Ontario	1,374	1,341	- 2.4	2,780,815	2,780,389	(2)
Manitoba	239	232	- 2.9	394,624	416,335	+ 5.5
Saskatchewan	427	383	- 10.3	896,189	807,953	- 9.8
Alberta	817	739	- 9.5	1,970,452	1,724,927	- 12.5
British Columbia	382	359	- 6.0	898,570	882,605	- 1.8
Canada	4,887	4,326	- 11.5	10,448,053	9,266,875	- 11.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,778	1,758	- 1.1	2,848,479	3,053,525	+ 7.2
Quebec	4,333	4,212	- 2.8	8,265,181	8,282,682	+ 0.2
Ontario	6,592	7,185	+ 9.0	10,776,084	12,598,864	+ 16.9
Manitoba	993	1,000	+ 0.7	1,525,828	1,698,755	+ 11.3
Saskatchewan	1,204	1,224	- 4.7	2,218,053	2,239,646	+ 1.0
Alberta	2,440	2,307	- 5.5	4,606,087	4,505,924	- 2.2
British Columbia	1,806	1,565	- 13.3	3,384,334	3,044,558	- 10.0
Canada	19,226	19,251	+ 0.1	33,624,046	35,423,954	+ 5.4

(1) Revised (2) Unchanged

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
JUNE 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	3,945	3,721	- 5.7	2,842,867	2,823,870	- 0.7
Quebec	7,454	7,501	+ 0.4	6,461,417	6,676,678	+ 3.3
Ontario	20,256	18,922	- 6.6	15,195,580	15,264,426	+ 0.5
Manitoba	2,281	2,182	- 4.3	1,704,157	1,827,608	+ 7.2
Saskatchewan	2,607	2,302	- 11.7	1,973,434	1,815,204	- 8.0
Alberta	4,788	3,996	- 16.5	3,990,228	3,555,557	- 10.9
British Columbia	3,894	3,480	- 10.6	3,506,442	3,311,947	- 5.5
Canada	45,225	42,104	- 6.9	35,674,125	35,275,290	- 1.1
Commercial Vehicles						
Atlantic Provinces	1,047	978	- 6.6	759,383	726,456	- 4.3
Quebec	1,499	1,266	- 15.5	1,525,607	1,182,849	- 22.5
Ontario	2,207	2,220	+ 0.6	2,014,316	1,977,031	- 1.9
Manitoba	352	330	- 6.2	271,457	294,704	+ 8.6
Saskatchewan	569	538	- 5.4	471,576	471,167	(2)
Alberta	1,045	984	- 5.8	1,093,114	1,020,083	- 6.7
British Columbia	523	603	+ 15.3	570,637	762,815	+ 33.7
Canada	7,242	6,919	- 4.5	6,706,090	6,435,105	- 4.0
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,992	4,699	- 5.9	3,602,250	3,550,326	- 1.4
Quebec	8,953	8,767	- 2.1	7,987,024	7,859,527	- 1.6
Ontario	22,463	21,142	- 5.9	17,209,896	17,241,457	+ 0.2
Manitoba	2,633	2,512	- 4.6	1,975,614	2,122,312	+ 7.4
Saskatchewan	3,176	2,840	- 10.6	2,445,010	2,286,371	- 6.5
Alberta	5,833	4,980	- 14.6	5,083,342	4,575,640	- 10.0
British Columbia	4,417	4,083	- 7.6	4,077,079	4,074,762	- 0.1
Canada	52,467	49,023	- 6.6	42,380,215	41,710,395	- 1.6

(1) Revised (2) Unchanged

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY, 1953

New Motor Vehicle Sales

The upward trend in sales of new motor vehicles continued during July 1953. There were 42,789 new vehicles sold for \$106,578,048 during this month, representing an increase of 12 % in number and 13% in value over the 38,133 new vehicles retailed for \$94,224,454 in July last year.

For the third consecutive month sales of new passenger cars were solely responsible for the overall increase. Passenger car sales in July numbered 34,590 with a retail value of \$ 85,718,656 and were 18% higher in number and 21% greater in value than sales in July 1952. New commercial vehicles on the other hand, declined 8% in number and 10% in value.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, July 1952 and 1953

Province	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	4	9	71,723	27,602
Quebec	22	8	530,234	83,393
Ontario	15	11	215,706	185,440
Manitoba	5	3	87,798	50,516
Saskatchewan	-	1	-	3,188
Alberta	3	1	67,683	3,969
British Columbia	-	5	-	38,595
Canada	49	38	973,144	392,703

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicles continued to increase in July 1953, with the amount financed advancing at a more rapid rate than the number. The 18,620 new vehicles financed to the extent of \$33,735,149 in July 1953 represented an increase of 2% in number and 6% in amount over the 18,326 new vehicles financed for \$31,945,302 in July last year.

While financing of new passenger cars increased 6% in number and 13% in amount, commercial vehicles declined 13% both in number and amount of financing.

Used Vehicles

Used passenger cars again declined in the number financed but the amount was higher. The 47,281 used cars financed to the extent of \$39,675,687 in July 1953 represented a decline of one per cent in number and an increase of 4% in amount compared with July 1952. Financing of used passenger cars followed almost the same trend as total used vehicles but used commercial vehicles declined slightly both in number and amount of financing.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1952(REVISED)—1953

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

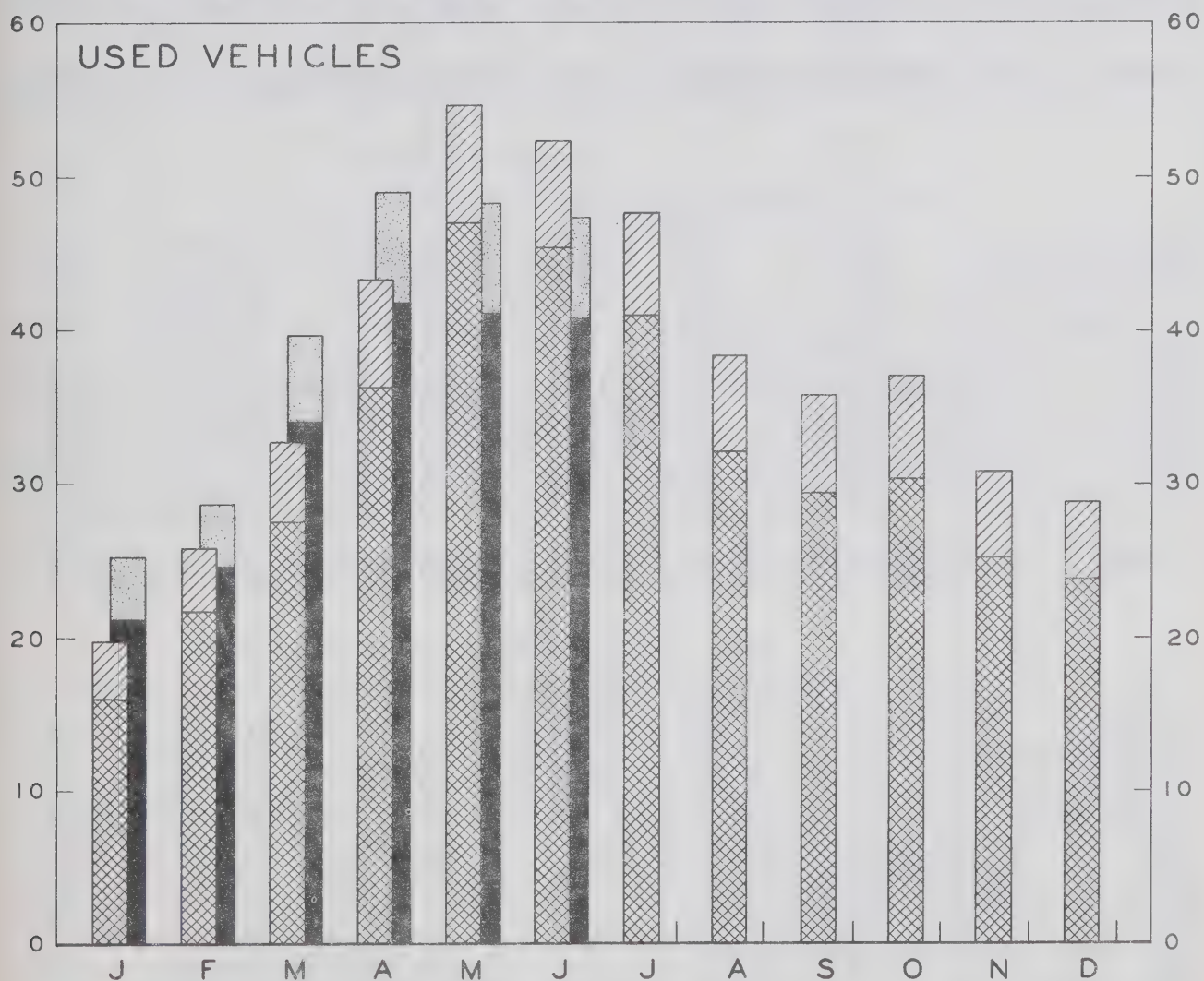
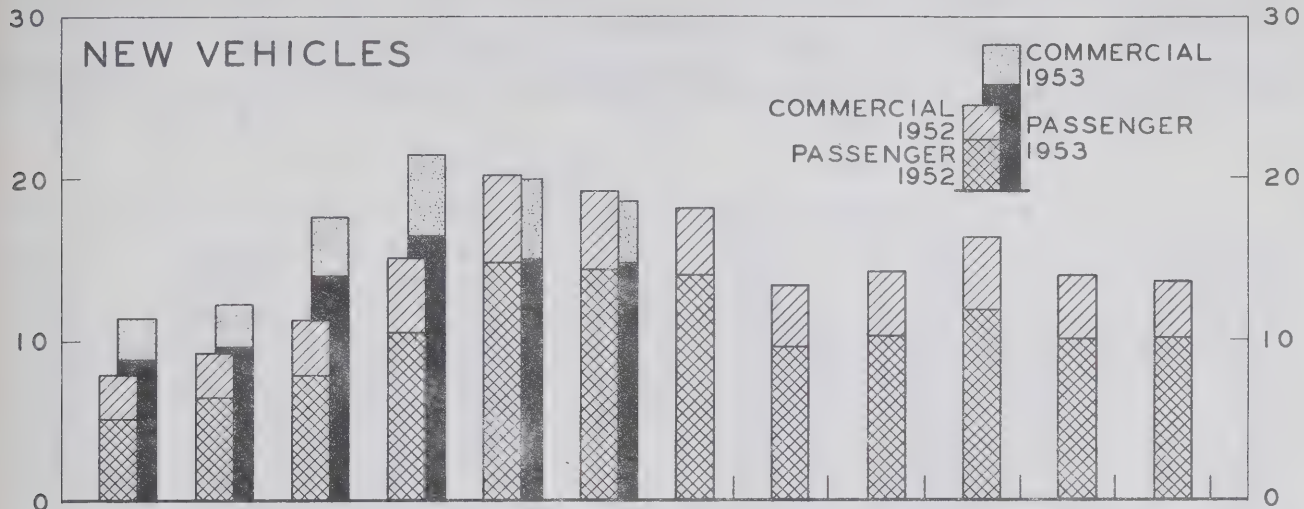


TABLE 1 New Motor Vehicle Sales, by Provinces

JULY 1952 AND 1953

Province	Number			Retail Value		
	1952(1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	328	375	+ 14.3	757,863	903,851	+ 19.3
Prince Edward Island...	137	158	+ 15.3	299,612	379,946	+ 26.8
Nova Scotia	932	1,250	+ 34.1	2,174,019	2,934,845	+ 35.0
New Brunswick	865	857	- 0.9	2,045,685	2,062,586	+ 0.8
Quebec	5,366	5,997	+ 11.8	13,196,666	15,534,070	+ 17.7
Ontario	12,462	15,857	+ 27.2	30,787,479	39,204,509	+ 27.3
Manitoba	1,659	1,701	+ 2.5	3,982,236	4,207,254	+ 5.7
Saskatchewan	1,905	2,247	+ 18.0	4,627,938	5,812,698	+ 25.6
Alberta	2,492	2,743	+ 10.1	6,104,373	6,566,370	+ 7.6
British Columbia	3,116	3,405	+ 9.3	7,073,317	8,112,527	+ 14.7
Canada	29,262	34,590	+ 18.2	71,049,188	85,718,656	+ 20.6
Commercial Vehicles						
Newfoundland	111	152	+ 36.9	234,029	315,910	+ 35.0
Prince Edward Island...	89	70	- 21.3	179,256	143,141	- 20.1
Nova Scotia	323	271	- 16.1	778,189	569,432	- 26.8
New Brunswick	274	248	- 9.5	598,309	524,122	- 12.4
Quebec	1,373	1,387	+ 1.0	4,137,439	3,779,516	- 8.7
Ontario	3,363	2,715	- 19.3	8,580,467	7,223,926	- 15.8
Manitoba	479	460	- 4.0	1,205,513	1,190,312	- 1.3
Saskatchewan	1,088	1,086	- 0.2	2,545,664	2,520,139	- 1.0
Alberta	1,130	1,162	+ 2.8	3,104,114	2,921,825	- 5.9
British Columbia	641	648	+ 1.1	1,812,286	1,671,069	- 7.8
Canada	8,871	8,199	- 7.6	23,175,266	20,859,392	- 10.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	439	527	+ 20.0	991,892	1,219,761	+ 23.0
Prince Edward Island...	226	228	+ 0.9	478,868	523,087	+ 9.2
Nova Scotia	1,255	1,521	+ 21.2	2,952,208	3,504,277	+ 18.7
New Brunswick	1,139	1,105	- 3.0	2,643,994	2,586,708	- 2.2
Quebec	6,739	7,384	+ 9.6	17,334,105	19,313,586	+ 11.4
Ontario	15,825	18,572	+ 17.4	39,367,946	46,428,435	+ 17.9
Manitoba	2,138	2,161	+ 1.1	5,187,749	5,397,566	+ 4.0
Saskatchewan	2,993	3,333	+ 11.4	7,173,602	8,332,837	+ 16.2
Alberta	3,622	3,905	+ 7.8	9,208,487	9,488,195	+ 3.0
British Columbia	3,757	4,053	+ 7.9	8,885,603	9,783,596	+ 10.1
Canada	38,133	42,789	+ 12.2	94,224,454	106,578,048	+ 13.1

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

JULY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	1,142	1,342	+ 17.5	1,833,190	2,278,840	+ 24.3
Quebec	3,141	3,210	+ 2.2	5,609,511	6,055,765	+ 8.0
Ontario	5,320	5,951	+ 11.9	8,337,774	9,989,053	+ 19.8
Manitoba	774	708	- 8.5	1,169,849	1,163,214	- 0.6
Saskatchewan	749	813	+ 8.5	1,141,501	1,344,586	+ 17.8
Alberta	1,503	1,578	+ 5.0	2,503,674	2,822,641	+ 12.7
British Columbia	1,412	1,271	- 10.0	2,369,238	2,291,736	- 3.3
Canada	14,041	14,873	+ 5.9	22,964,737	25,945,835	+ 13.0
Commercial Vehicles						
Atlantic Provinces	437	426	- 2.5	743,816	775,324	+ 4.2
Quebec	905	707	- 21.9	2,098,001	1,594,259	- 24.0
Ontario	1,277	1,169	- 8.5	2,620,575	2,234,497	- 14.7
Manitoba	227	202	- 11.0	427,274	460,773	+ 7.8
Saskatchewan	399	338	- 15.3	755,993	660,311	- 12.7
Alberta	656	597	- 9.0	1,489,704	1,344,885	- 9.7
British Columbia	384	308	- 19.8	845,202	719,265	- 14.9
Canada	4,285	3,747	- 12.6	8,980,565	7,789,314	- 13.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,579	1,768	+ 12.0	2,577,006	3,054,164	+ 18.5
Quebec	4,046	3,917	- 3.2	7,707,512	7,650,024	- 0.7
Ontario	6,597	7,120	+ 7.9	10,958,349	12,223,550	+ 11.5
Manitoba	1,001	910	- 9.1	1,597,123	1,623,987	+ 1.7
Saskatchewan	1,148	1,151	+ 0.3	1,897,494	2,004,897	+ 5.7
Alberta	2,159	2,175	+ 0.7	3,993,378	4,167,526	+ 4.4
British Columbia	1,796	1,579	- 12.1	3,214,440	3,011,001	- 6.3
Canada	18,326	18,620	+ 1.6	31,945,302	33,735,149	+ 5.6

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
JULY 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	3,638	3,657	+ 0.5	2,626,559	2,742,861	+ 4.4
Quebec	6,557	7,227	+ 10.2	5,705,647	6,431,041	+ 12.7
Ontario	19,088	18,357	- 3.8	14,390,730	14,829,965	+ 3.1
Manitoba	2,056	1,831	- 10.9	1,570,626	1,470,391	- 6.4
Saskatchewan	2,114	2,168	+ 2.6	1,547,268	1,715,688	+ 10.9
Alberta	3,787	3,851	+ 1.7	3,193,971	3,349,643	+ 4.9
British Columbia	3,786	3,626	- 4.2	3,349,322	3,311,010	- 1.1
Canada	41,026	40,717	- 0.8	32,384,123	33,850,599	+ 4.5
Commercial Vehicles						
Atlantic Provinces	942	971	+ 3.1	670,510	724,965	+ 8.1
Quebec	1,231	1,156	- 6.1	1,262,990	1,087,909	- 13.9
Ontario	2,056	2,045	- 0.5	1,842,225	1,722,090	- 6.5
Manitoba	381	309	- 18.9	294,350	245,291	- 16.7
Saskatchewan	551	533	- 3.3	436,217	481,449	+ 10.4
Alberta	894	979	+ 9.5	874,152	975,380	+ 11.6
British Columbia	567	571	+ 0.7	530,636	588,004	+ 10.8
Canada	6,622	6,564	- 0.9	5,911,080	5,825,088	- 1.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,580	4,628	+ 1.0	3,297,069	3,467,826	+ 5.2
Quebec	7,788	8,383	+ 7.6	6,968,637	7,518,950	+ 7.9
Ontario	21,144	20,402	- 3.5	16,232,955	16,552,055	+ 2.0
Manitoba	2,437	2,140	- 12.2	1,864,976	1,715,682	- 8.0
Saskatchewan	2,665	2,701	+ 1.4	1,983,485	2,197,137	+ 10.8
Alberta	4,681	4,830	+ 3.2	4,068,123	4,325,023	+ 6.3
British Columbia	4,353	4,197	- 3.6	3,879,958	3,899,014	+ 0.5
Canada	47,648	47,281	- 0.8	38,295,203	39,675,687	+ 3.6

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Industry and Merchandising Division

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST, 1953

New Motor Vehicle Sales

Sales of new motor vehicles continued upward in August 1953. During this period there were 29,040 new vehicles sold for \$73,145,540, an increase of 8 % in number and 10 % in value over the 26,829 new vehicles retailed for \$66,349,718 in August last year.

Sales of new passenger cars were again solely responsible for the overall increase. These numbered 22,016 with a retail value of \$54,904,078, and were 20 % higher in number and 25% greater in retail value than sales in August 1952. Commercial vehicle sales, on the other hand, declined 18 % both in number and value.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, August 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	-	2	-	6,703
Quebec	28	11	658,285	170,904
Ontario	19	35	211,263	602,976
Manitoba	5	3	82,297	53,817
Saskatchewan	-	4	-	12,299
Alberta	1	8	9,609	41,390
British Columbia	1	8	15,801	38,195
Canada	54	71	977,255	926,284

Financing of Motor Vehicle SalesNew Vehicles

There were 14,974 new vehicles financed to the extent of \$27,624,601 in August 1953, representing an increase of 12% in number and 15% in amount of financing over the 13,327 new vehicles financed for \$24,008,145 in August last year.

Financing of new passenger cars increased 23% in number and 30% in amount, while commercial vehicles declined 14% both in number and amount.

Used Vehicles

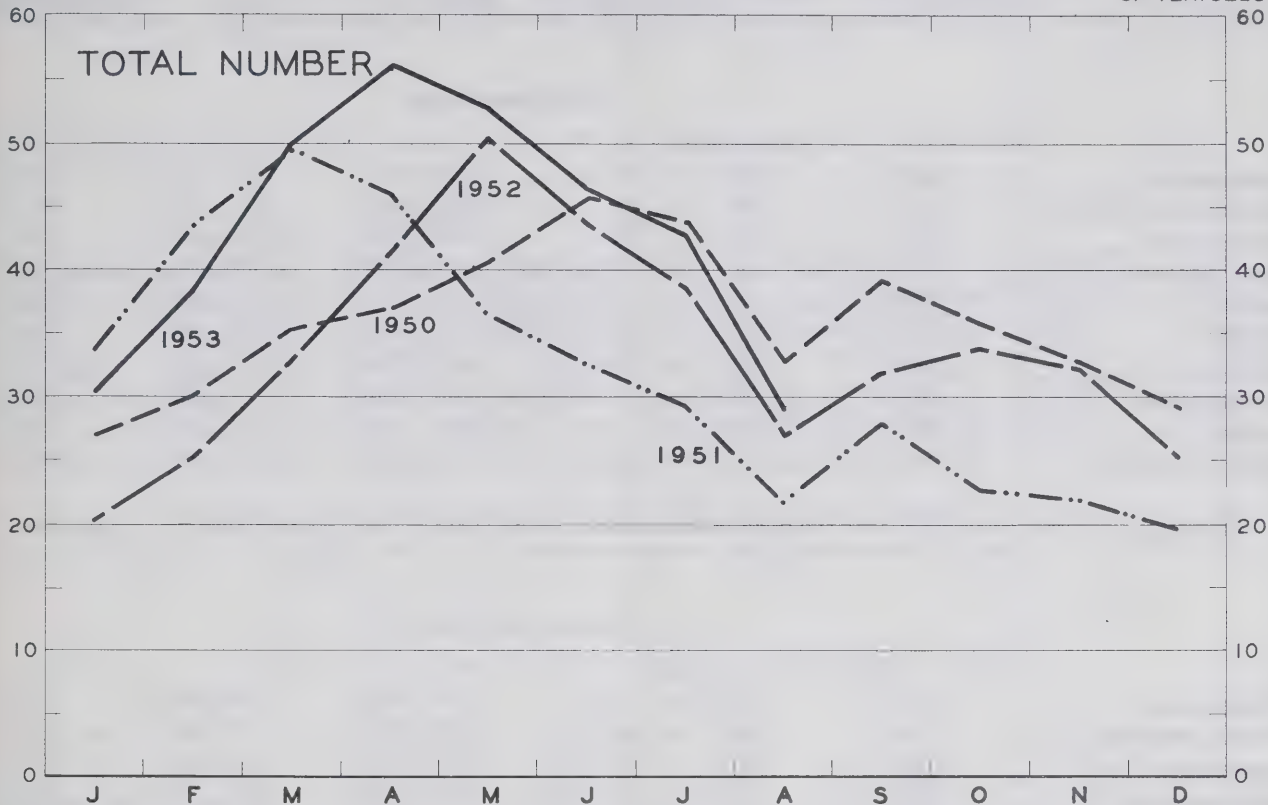
While the number of used vehicles financed declined fractionally in number, the amount of financing was slightly higher. There were 38,382 used vehicles financed to the extent of \$32,204,642 in August 1953, a fractional decrease in number but an increase of 3% in amount compared with August last year. The number of used passenger cars financed increased 1% and the amount of financing was 6% greater. Used commercial vehicles declined 8% in number and 7% in amount of financing.

NEW MOTOR VEHICLE SALES

1950-51-52-53

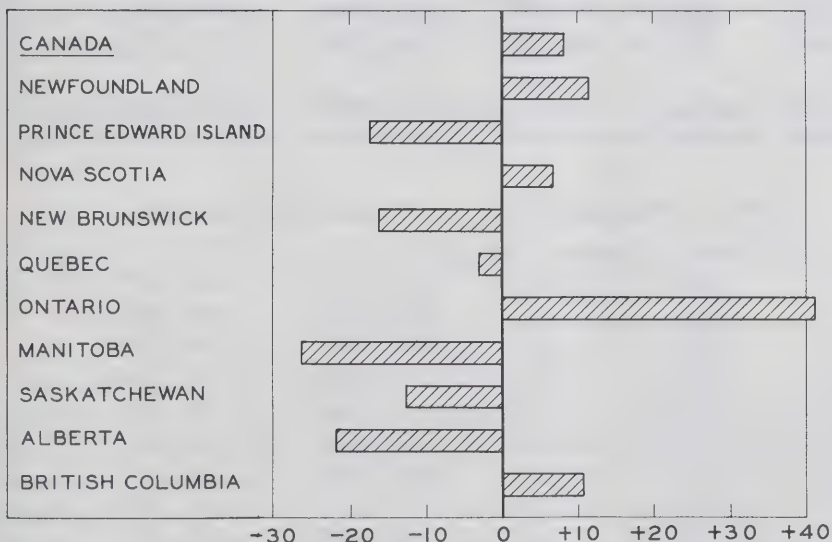
THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952

AUGUST



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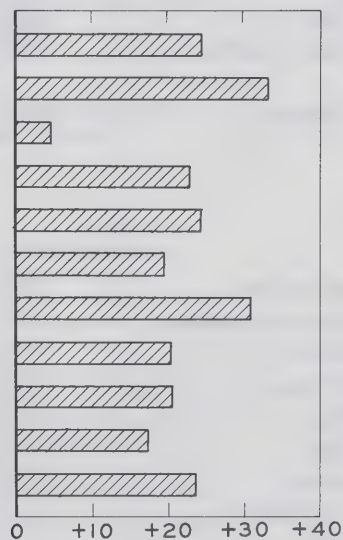


TABLE 1 New Motor Vehicle Sales, by Provinces
AUGUST 1952 AND 1953

Province	Number			Retail Value		
	1952(1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	219	266	+ 21.5	495,688	629,111	+ 26.9
Prince Edward Island...	84	86	+ 2.4	192,446	214,723	+ 11.6
Nova Scotia	533	653	+ 22.5	1,275,768	1,596,483	+ 25.1
New Brunswick	478	414	- 13.4	1,179,147	1,028,933	- 12.7
Quebec	3,715	4,003	+ 7.8	9,352,157	10,355,680	+ 10.7
Ontario	6,971	10,302	+ 47.8	16,631,204	25,563,167	+ 53.7
Manitoba	1,091	856	- 21.5	2,561,726	2,093,411	- 18.3
Saskatchewan	1,432	1,406	- 1.8	3,434,366	3,624,884	+ 5.5
Alberta	1,834	1,660	- 9.5	4,560,911	4,173,663	- 8.5
British Columbia	1,918	2,370	+ 23.6	4,391,302	5,624,023	+ 28.1
Canada	18,275	22,016	+ 20.5	44,074,715	54,904,078	+ 24.6
Commercial Vehicles						
Newfoundland	127	120	- 5.5	269,482	258,218	- 4.2
Prince Edward Island...	72	43	- 40.3	149,016	87,241	- 41.5
Nova Scotia	280	215	- 23.2	667,086	443,044	- 33.6
New Brunswick	273	216	- 20.9	597,261	487,557	- 18.4
Quebec	1,528	1,079	- 29.4	4,382,483	3,120,542	- 28.8
Ontario	1,996	2,357	+ 18.1	5,565,921	6,494,728	+ 16.7
Manitoba	634	414	- 34.7	1,526,061	1,073,172	- 29.7
Saskatchewan	1,526	1,175	- 23.0	3,562,771	2,737,343	- 23.2
Alberta	1,437	895	- 37.7	3,620,489	2,226,884	- 38.5
British Columbia	681	510	- 25.1	1,934,433	1,312,733	- 32.1
Canada	8,554	7,024	- 17.9	22,275,003	18,241,462	- 18.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	346	386	+ 11.6	765,170	887,329	+ 16.0
Prince Edward Island...	156	129	- 17.3	341,462	301,964	- 11.6
Nova Scotia	813	868	+ 6.8	1,942,854	2,039,527	+ 5.0
New Brunswick	751	630	- 16.1	1,776,408	1,516,490	- 14.6
Quebec	5,243	5,082	- 3.1	13,734,640	13,476,222	- 1.9
Ontario	8,967	12,659	+ 41.2	22,197,125	32,057,895	+ 44.4
Manitoba	1,725	1,270	- 26.4	4,087,787	3,166,583	- 22.5
Saskatchewan	2,958	2,581	- 12.7	6,997,137	6,362,227	- 9.1
Alberta	3,271	2,555	- 21.9	8,181,400	6,400,547	- 21.8
British Columbia	2,599	2,880	+ 10.8	6,325,735	6,936,756	+ 9.7
Canada	26,829	29,040	+ 8.2	66,349,718	73,145,540	+ 10.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
AUGUST 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	810	987	+ 21.9	1,277,929	1,659,840	+ 29.9
Quebec	2,221	2,482	+ 11.8	4,039,402	4,769,300	+ 18.1
Ontario	3,424	4,686	+ 36.9	5,420,620	7,936,040	+ 46.4
Manitoba	511	518	+ 1.4	783,671	864,124	+ 10.3
Saskatchewan	566	631	+ 11.5	894,041	1,101,303	+ 23.2
Alberta	984	1,273	+ 29.4	1,643,761	2,339,497	+ 42.3
British Columbia	1,053	1,170	+ 11.1	1,964,873	2,101,040	+ 6.9
Canada.....	9,569	11,747	+ 22.8	16,024,297	20,771,144	+ 29.6
Commercial Vehicles						
Atlantic Provinces	371	305	- 17.8	617,828	572,506	- 7.3
Quebec	806	637	- 21.0	1,802,746	1,355,190	- 24.8
Ontario	949	922	- 2.8	2,006,988	1,812,836	- 9.7
Manitoba	208	152	- 26.9	394,937	271,810	- 31.2
Saskatchewan	441	360	- 18.4	844,238	735,553	- 12.9
Alberta	662	578	- 12.7	1,574,390	1,447,340	- 8.1
British Columbia	321	273	- 15.0	742,721	658,222	- 11.4
Canada.....	3,758	3,227	- 14.1	7,983,848	6,853,457	- 14.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,181	1,292	+ 9.4	1,895,757	2,232,346	+ 17.8
Quebec	3,027	3,119	+ 3.0	5,842,148	6,124,490	+ 4.8
Ontario	4,373	5,608	+ 28.2	7,427,608	9,748,876	+ 31.3
Manitoba	719	670	- 6.8	1,178,608	1,135,934	- 3.6
Saskatchewan	1,007	991	- 1.6	1,738,279	1,836,856	+ 5.7
Alberta	1,646	1,851	+ 12.5	3,218,151	3,786,837	+ 17.7
British Columbia	1,374	1,443	+ 5.0	2,707,594	2,759,262	+ 1.9
Canada.....	13,327	14,974	+ 12.4	24,008,145	27,624,601	+ 15.1

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
AUGUST 1952 and AUGUST 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,884	2,931	+ 1.6	2,060,585	2,274,040	+ 10.4
Quebec	5,200	5,479	+ 5.4	4,510,453	4,812,508	+ 6.7
Ontario	14,433	14,446	+ 0.1	10,790,028	11,507,467	+ 6.6
Manitoba	1,567	1,477	- 5.7	1,183,015	1,177,221	- 0.5
Saskatchewan	1,662	1,779	+ 7.0	1,261,427	1,400,877	+ 11.1
Alberta	3,104	3,275	+ 5.5	2,570,163	2,819,877	+ 9.7
British Columbia	3,278	3,167	- 3.4	3,161,903	3,005,443	- 4.9
Canada	32,128	32,554	+ 1.3	25,537,574	26,997,433	+ 5.7
Commercial Vehicles						
Atlantic Provinces	786	763	- 2.9	536,011	588,053	+ 9.7
Quebec	1,168	971	- 16.9	1,208,093	921,965	- 23.7
Ontario	1,898	1,737	- 8.5	1,638,441	1,504,772	- 8.2
Manitoba	304	307	+ 1.0	228,636	239,706	+ 4.8
Saskatchewan	724	608	- 16.0	584,371	503,432	- 13.9
Alberta	904	927	+ 2.5	910,388	931,974	+ 2.4
British Columbia	539	515	- 4.5	513,951	517,307	+ 0.7
Canada	6,323	5,828	- 7.8	5,619,891	5,207,209	- 7.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,670	3,694	+ 0.7	2,596,596	2,862,093	+ 10.2
Quebec	6,368	6,450	+ 1.3	5,718,546	5,734,473	+ 0.3
Ontario	16,331	16,183	- 0.9	12,428,469	13,012,239	+ 4.7
Manitoba	1,871	1,784	- 4.6	1,411,651	1,416,927	+ 0.4
Saskatchewan	2,386	2,387	(2)	1,845,798	1,904,309	+ 3.2
Alberta	4,008	4,202	+ 4.8	3,480,551	3,751,851	+ 7.8
British Columbia	3,817	3,682	- 3.5	3,675,854	3,522,750	- 4.2
Canada	38,451	38,382	- 0.2	31,157,465	32,204,642	+ 3.4

(1) Revised (2) Less than 0.05

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER, 1953

New Motor Vehicle Sales

For the first time in 1953, sales of new motor vehicles showed a downward trend. During September there were 30,029 new vehicles retailed for \$75,755,003, a drop of 6% in number and 4% in dollar value from the 31,936 vehicles sold for \$78,771,037 in September a year ago.

Although the overall sales were down, new passenger car sales maintained a slight upward trend. The 22,495 new passenger cars sold for \$55,762,426 in September 1953, represented an increase of less than 1% in number and 4% in value over sales in September 1952. Commercial vehicle sales decreased for the fifth consecutive month, their decline of 21% in number and value being responsible for the overall downward trend in sales of new motor vehicles.

Cumulative figures for the first 9 months of 1953 indicate that sales of new motor vehicles were 21 % higher both in number and retail value compared with the corresponding period in 1952. New passenger car sales were 30 % greater in number and 31 % higher in retail value during the period from January to September 1953 as compared with the same period in 1952. Commercial vehicles, on the other hand, declined 2% in number and 4% in value.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Sales of Buses, September 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	10	3	140,630	10,125
Quebec	81	29	1,760,008	597,070
Ontario	7	40	67,165	613,603
Manitoba	5	5	87,785	85,176
Saskatchewan	-	10	-	33,781
Alberta	-	9	-	30,476
British Columbia	-	4	-	18,514
Canada	103	100	2,055,588	1,388,745

Financing of Motor Vehicle Sales
New Vehicles

Financing of new vehicles in September 1953 followed fairly closely the trend of sales. The 13,319 new vehicles financed to the extent of \$24,411,453 represented a decrease of 6% in number and 1% in financed value from the 14,190 vehicles financed for \$24,695,162 in September 1952.

Financing of new passenger cars decreased 2% in number but increased 5% in amount. Commercial vehicle financing, on the other hand, declined 15% in number and 14% in amount.

During the first nine months of 1953 financing of new vehicles was 16% greater in number and 24% higher in amount than in the same period a year ago.

Used Vehicles

The trend for several months in the financing of sales of used vehicles has been downward in number and upward in amount. This trend continued in September 1953 when there were 34,800 vehicles financed to the extent of \$28,894,464, representing a decrease of 3% in number and an increase of 2% in amount of financing compared with September 1952. Used passenger car financing followed the overall trend and was 3% lower in number and almost 4% higher in amount. Commercial vehicles financed were 5% fewer in number and 6% lower in amount.

The number of used vehicles financed during the first nine months of 1953 was 3% greater and the amount 15% above the January to September period of last year.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1952 (REVISED) - 1953

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

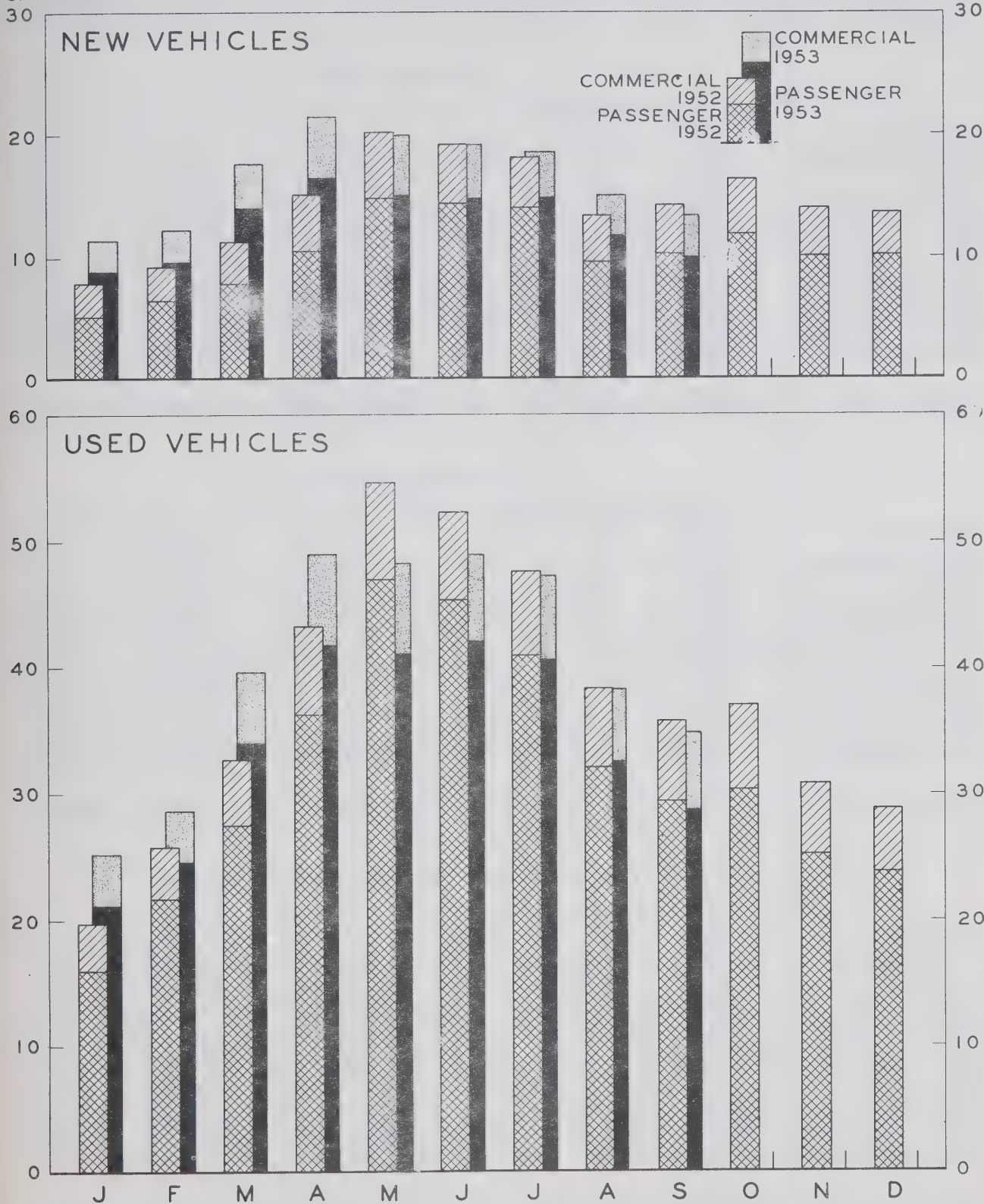


TABLE 1 New Motor Vehicle Sales, by Provinces
SEPTEMBER 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
	<div> <div>%</div> <div>\$</div> <div>\$</div> <div>%</div> </div>					
	Passenger Cars					
Newfoundland	229	237	+ 3.5	514,834	545,275	+ 5.9
Prince Edward Island...	109	65	- 40.4	247,113	157,398	- 36.3
Nova Scotia	685	634	- 7.4	1,604,118	1,520,739	- 5.2
New Brunswick	569	633	+ 11.2	1,312,961	1,581,453	+ 20.4
Quebec	4,096	4,545	+ 11.0	9,778,463	11,672,101	+ 19.4
Ontario	9,976	10,008	+ 0.3	24,228,871	24,685,240	+ 1.9
Manitoba	1,323	1,150	- 13.1	3,105,657	2,830,335	- 8.9
Saskatchewan	1,336	1,499	+ 12.2	3,239,462	3,764,955	+ 16.2
Alberta	1,938	1,455	- 24.9	4,717,945	3,667,752	- 22.3
British Columbia	2,078	2,269	+ 9.2	4,700,953	5,337,178	+ 13.5
Canada	22,339	22,495	+ 0.7	53,450,377	55,762,426	+ 4.3
	Commercial Vehicles					
Newfoundland	189	110	- 41.8	402,162	270,722	- 32.7
Prince Edward Island...	58	38	- 34.5	115,795	84,158	- 27.3
Nova Scotia	279	235	- 15.8	660,970	501,943	- 24.1
New Brunswick	228	204	- 10.5	549,682	465,971	- 15.2
Quebec	1,550	1,438	- 7.2	5,599,143	4,368,331	- 22.0
Ontario	3,090	2,459	- 20.4	7,892,768	6,773,596	- 14.2
Manitoba	634	461	- 27.3	1,500,803	1,171,374	- 22.0
Saskatchewan	1,225	903	- 26.3	2,774,232	2,106,327	- 24.1
Alberta	1,626	1,095	- 32.7	3,951,154	2,754,673	- 30.3
British Columbia	718	591	- 17.7	1,873,951	1,495,482	- 20.2
Canada	9,597	7,534	- 21.5	25,320,660	19,992,577	- 21.0
	Total - Passenger Cars and Commercial Vehicles					
Newfoundland	418	347	- 17.0	916,996	815,997	- 11.0
Prince Edward Island...	167	103	- 38.3	362,908	241,556	- 33.4
Nova Scotia	964	869	- 9.9	2,265,088	2,022,682	- 10.7
New Brunswick	797	837	+ 5.0	1,862,643	2,047,424	+ 9.9
Quebec	5,646	5,983	+ 6.0	15,377,606	16,040,432	+ 4.3
Ontario	13,066	12,467	- 4.6	32,121,639	31,458,836	- 2.1
Manitoba	1,957	1,611	- 17.7	4,606,460	4,001,709	- 13.1
Saskatchewan	2,561	2,402	- 6.2	6,013,694	5,871,282	- 2.4
Alberta	3,564	2,550	- 28.5	8,669,099	6,422,425	- 25.9
British Columbia	2,796	2,860	+ 2.3	6,574,904	6,832,660	+ 3.9
Canada	31,936	30,029	- 6.0	78,771,037	75,755,003	- 3.8

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
SEPTEMBER 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	729	819	+ 12.3	1,158,410	1,382,803	+ 19.4
Quebec	2,208	2,186	- 1.0	4,027,361	4,122,726	+ 2.4
Ontario	4,139	4,062	- 1.9	6,381,633	6,890,404	+ 8.0
Manitoba	511	437	- 14.5	775,504	759,717	- 2.0
Saskatchewan	612	521	- 14.9	990,447	927,714	- 6.3
Alberta	1,000	987	- 1.3	1,665,520	1,817,672	+ 9.1
British Columbia	1,002	938	- 6.4	1,695,664	1,673,086	- 1.3
Canada	10,201	9,950	- 2.5	16,694,539	17,574,122	+ 5.3
Commercial Vehicles						
Atlantic Provinces	355	359	+ 1.1	593,891	639,318	+ 7.6
Quebec	767	631	- 17.7	1,699,080	1,307,268	- 23.1
Ontario	1,127	998	- 11.4	2,139,247	1,919,691	- 10.3
Manitoba	227	194	- 14.5	362,206	341,044	- 5.8
Saskatchewan	518	373	- 28.0	951,285	706,471	- 25.7
Alberta	655	549	- 16.2	1,476,035	1,328,997	- 10.0
British Columbia	340	265	- 22.1	778,879	594,542	- 23.7
Canada	3,989	3,369	- 15.5	8,000,623	6,837,331	- 14.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,084	1,178	+ 8.7	1,752,301	2,022,121	+ 15.4
Quebec	2,975	2,817	- 5.3	5,726,441	5,429,994	- 5.2
Ontario	5,266	5,060	- 3.9	8,520,880	8,810,095	+ 3.4
Manitoba	738	631	- 14.5	1,137,710	1,100,761	- 3.2
Saskatchewan	1,130	894	- 20.9	1,941,732	1,634,185	- 15.8
Alberta	1,655	1,536	- 7.2	3,141,555	3,146,669	+ 0.2
British Columbia	1,342	1,203	- 10.4	2,474,543	2,267,628	- 8.4
Canada	14,190	13,319	- 6.1	24,695,162	24,411,453	- 1.1

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
SEPTEMBER 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,563	2,876	+ 12.2	1,754,155	2,142,148	+ 22.1
Quebec	4,546	4,754	+ 4.6	3,869,651	4,199,742	+ 8.5
Ontario	13,371	12,511	- 6.4	9,935,975	10,002,022	+ 0.7
Manitoba	1,559	1,351	- 13.3	1,219,095	1,100,132	- 9.8
Saskatchewan	1,590	1,526	- 4.0	1,218,819	1,189,277	- 2.4
Alberta	2,818	2,944	+ 4.5	2,318,578	2,476,470	+ 6.8
British Columbia	3,024	2,738	- 9.5	2,556,121	2,553,229	- 0.1
Canada	29,471	28,700	- 2.6	22,872,394	23,663,020	+ 3.5
Commercial Vehicles						
Atlantic Provinces	801	869	+ 8.5	561,860	618,485	+ 10.1
Quebec	1,091	1,033	- 5.3	1,075,787	920,367	- 14.4
Ontario	1,915	1,788	- 6.6	1,581,609	1,460,277	- 7.7
Manitoba	397	339	- 14.6	294,404	256,994	- 12.7
Saskatchewan	742	626	- 15.6	608,744	519,709	- 14.6
Alberta	877	921	+ 5.0	866,324	945,774	+ 9.2
British Columbia	589	524	- 11.0	590,391	509,838	- 13.6
Canada	6,412	6,100	- 4.9	5,579,119	5,231,444	- 6.2
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,364	3,745	+ 11.3	2,316,015	2,760,633	+ 19.2
Quebec	5,637	5,787	+ 2.7	4,945,438	5,120,109	+ 3.5
Ontario	15,286	14,299	- 6.5	11,517,584	11,462,299	- 0.5
Manitoba	1,956	1,690	- 13.6	1,513,499	1,357,126	- 10.3
Saskatchewan	2,332	2,152	- 7.7	1,827,563	1,708,986	- 6.5
Alberta	3,695	3,865	+ 4.6	3,184,902	3,422,244	+ 7.5
British Columbia	3,613	3,262	- 9.7	3,146,512	3,063,067	- 2.7
Canada	35,883	34,800	- 3.0	28,451,513	28,894,464	+ 1.6

(1) Revised
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Industry and Merchandising Division

OTTAWA

MERCHANDISING
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER, 1953

New Motor Vehicle Sales

Sales of new motor vehicles continued downward in October 1953. During this period there were 32,780 new vehicles sold for \$82,767,893, a drop of 3% in number and 1% in value from the 33,889 new vehicles retailed for \$83,879,835 in October 1952.

Sales of new passenger cars continued to show a slight increase. These numbered 24,822 and were sold for \$61,282,687, an increase of over 1% in number and 2% in value over sales in October last year. Commercial vehicle sales declined 16% in number and 10% in value and were solely responsible for the overall drop in new vehicles sales during October.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, October 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u> \$	<u>1953</u> \$
Atlantic Provinces	2	3	31,116	9,599
Quebec	30	56	599,886	1,204,279
Ontario	13	16	248,200	273,801
Manitoba	4	3	66,154	48,199
Saskatchewan	-	2	-	5,828
Alberta	-	8	-	25,807
British Columbia	1	3	19,048	10,199
Canada	50	91	964,404	1,577,712

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicles declined 6% in number from 16,252 in October 1952 to 15,325 in October 1953, while the amount of financing was fractionally higher up from \$28,124,851 to \$28,265,037.

New passenger car financing increased 1% in number and 9% in amount. New commercial vehicles, on the other hand, declined 24% in number and 17% in amount of financing.

Used Vehicles

Financing of used vehicles declined both in number and amount. The 34,593 used vehicles financed in October to the extent of \$28,609,036 represented a decrease of 7% in number and 5% in amount from the 37,060 used vehicles financed to the extent of \$30,227,287 in October last year.

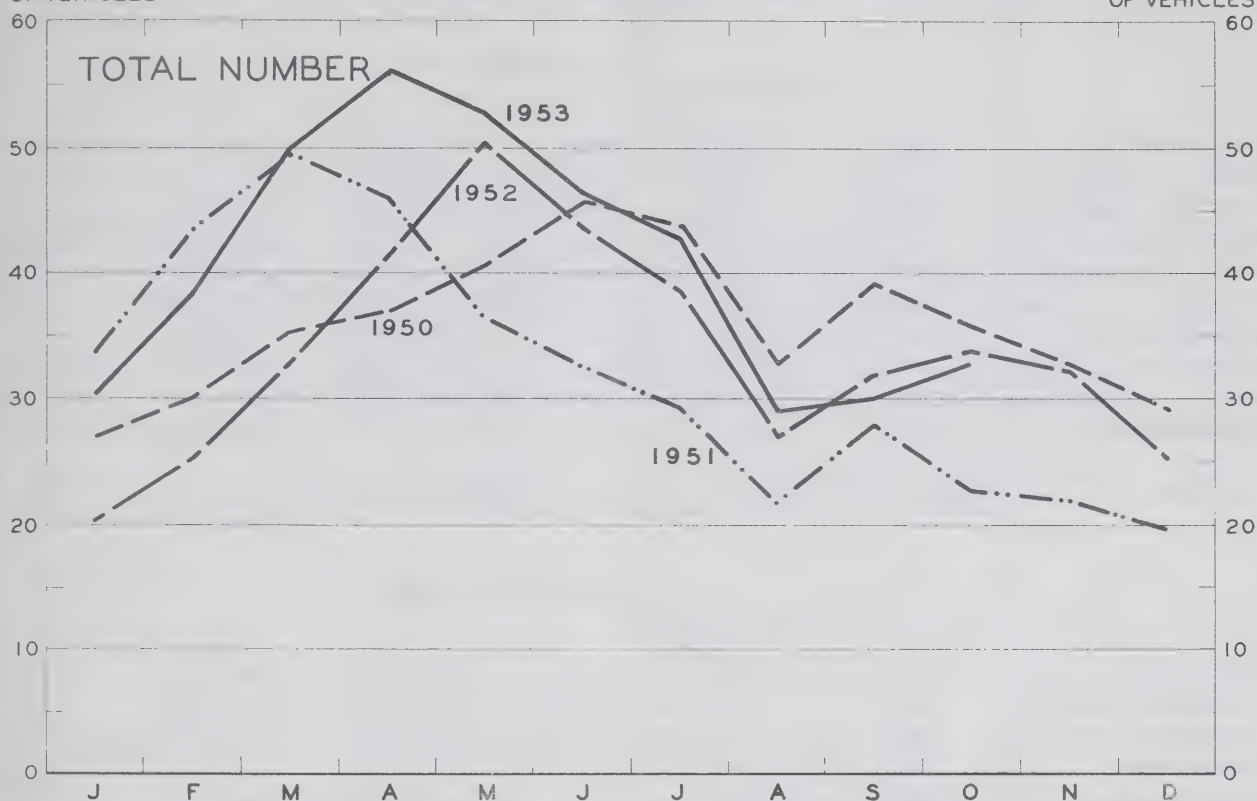
Used passenger car financing was 5% lower in number and 3% lower in amount while used commercial vehicles declined 12% in number and 15% in amount.

NEW MOTOR VEHICLE SALES

1950-51-52-53

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952

OCTOBER

JAN. TO OCT.

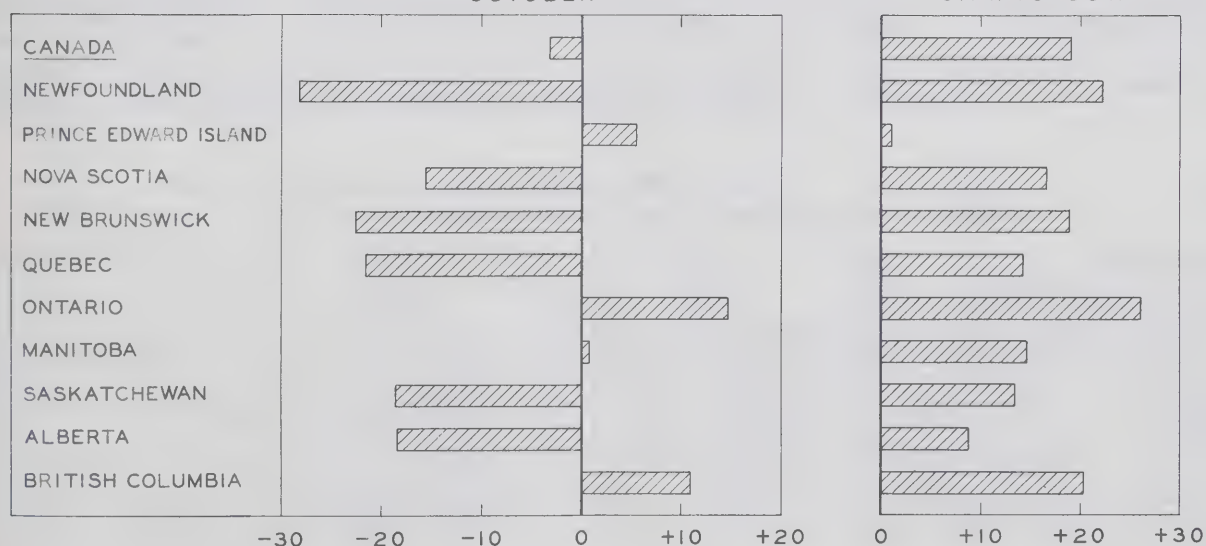


TABLE 1 New Motor Vehicle Sales, by Provinces
OCTOBER 1952 AND 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	258	155	- 39.1	609,075	374,850	- 38.5
Prince Edward Island...	87	93	+ 6.9	206,106	225,413	+ 9.4
Nova Scotia	748	626	- 16.3	1,768,404	1,542,931	- 12.8
New Brunswick	567	419	- 26.1	1,378,686	1,040,967	- 24.5
Quebec	5,229	4,153	- 20.6	13,433,737	10,596,127	- 21.1
Ontario	10,047	11,655	+ 16.0	24,831,680	28,603,319	+ 15.2
Manitoba	1,362	1,436	+ 5.4	3,308,877	3,552,304	+ 7.4
Saskatchewan	1,887	1,870	- 0.9	4,580,344	4,708,078	+ 2.8
Alberta	2,135	1,957	- 8.3	5,198,032	4,857,619	- 6.5
British Columbia	2,124	2,458	+ 15.7	4,701,955	5,781,079	+ 23.0
Canada	24,444	24,822	+ 1.5	60,016,896	61,282,687	+ 2.1
Commercial Vehicles						
Newfoundland	145	134	- 7.6	308,033	282,334	- 8.3
Prince Edward Island...	61	63	+ 3.3	132,933	131,969	- 0.7
Nova Scotia	323	278	- 13.9	720,798	578,283	- 19.8
New Brunswick	279	237	- 15.1	686,534	526,799	- 23.3
Quebec	1,766	1,328	- 24.8	4,948,923	4,756,442	- 3.9
Ontario	2,698	2,959	+ 9.7	7,037,580	8,058,142	+ 14.5
Manitoba	427	365	- 14.5	1,055,884	889,750	- 15.7
Saskatchewan	1,487	877	- 41.0	3,389,748	2,027,960	- 40.2
Alberta	1,598	1,088	- 31.9	3,836,916	2,578,629	- 32.8
British Columbia	661	629	- 4.8	1,745,590	1,654,898	- 5.2
Canada	9,445	7,958	- 15.7	23,862,939	21,485,206	- 10.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	403	289	- 28.3	917,108	657,184	- 28.3
Prince Edward Island...	148	156	+ 5.4	339,039	357,382	+ 5.4
Nova Scotia	1,071	904	- 15.6	2,489,202	2,121,214	- 14.8
New Brunswick	846	656	- 22.5	2,065,220	1,567,766	- 24.1
Quebec	6,995	5,481	- 21.6	18,382,660	15,352,569	- 16.5
Ontario	12,745	14,614	+ 14.7	31,869,260	36,661,461	+ 15.0
Manitoba	1,789	1,801	+ 0.7	4,364,761	4,442,054	+ 1.8
Saskatchewan	3,374	2,747	- 18.6	7,970,092	6,736,038	- 15.5
Alberta	3,733	3,045	- 18.4	9,034,948	7,436,248	- 17.7
British Columbia	2,785	3,087	+ 10.8	6,447,545	7,435,977	+ 15.3
Canada	33,889	32,780	- 3.3	83,879,835	82,767,893	- 1.3

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
OCTOBER 1952 AND 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	856	832	- 2.8	1,397,496	1,415,079	+ 1.3
Quebec	2,485	2,545	+ 2.4	4,443,624	4,751,378	+ 6.9
Ontario	4,456	4,844	+ 8.7	6,810,832	7,988,988	+ 17.3
Manitoba	644	731	+ 13.5	967,585	1,273,958	+ 31.7
Saskatchewan	996	865	- 13.2	1,621,183	1,497,521	- 7.6
Alberta	1,386	1,162	- 16.2	2,338,502	2,126,823	- 9.1
British Columbia	980	949	- 3.2	1,583,516	1,756,022	+ 10.9
Canada	11,803	11,928	+ 1.1	19,162,738	20,809,769	+ 8.6
Commercial Vehicles						
Atlantic Provinces	364	307	- 15.7	645,423	563,581	- 12.7
Quebec	857	689	- 19.6	1,866,827	1,891,485	+ 1.3
Ontario	1,259	1,045	- 17.0	2,394,482	2,046,604	- 14.5
Manitoba	222	192	- 13.5	416,024	387,818	- 6.8
Saskatchewan	548	359	- 34.5	1,004,355	674,576	- 32.8
Alberta	864	567	- 34.4	1,943,191	1,288,251	- 33.7
British Columbia	335	238	- 29.0	691,811	602,953	- 12.8
Canada	4,449	3,397	- 23.6	8,962,113	7,455,268	- 16.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,220	1,139	- 6.6	2,042,919	1,978,660	- 3.1
Quebec	3,342	3,234	- 3.2	6,310,451	6,642,863	+ 5.3
Ontario	5,715	5,889	+ 3.0	9,205,314	10,035,592	+ 9.0
Manitoba	866	923	+ 6.6	1,383,609	1,661,776	+ 20.1
Saskatchewan	1,544	1,224	- 20.7	2,625,538	2,172,097	- 17.3
Alberta	2,250	1,729	- 23.2	4,281,693	3,415,074	- 20.2
British Columbia	1,315	1,187	- 9.7	2,275,327	2,358,975	+ 3.7
Canada	16,252	15,325	- 5.7	28,124,851	28,265,037	+ 0.5

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
OCTOBER 1952 AND 1953**

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,467	2,706	+ 9.7	1,740,328	1,992,174	+ 14.5
Quebec	4,877	4,870	- 0.1	4,222,222	4,281,039	+ 1.4
Ontario	13,470	12,502	- 7.2	10,270,962	9,877,402	- 3.8
Manitoba	1,651	1,412	- 14.5	1,296,140	1,163,757	- 10.2
Saskatchewan	1,827	1,820	- 0.4	1,466,210	1,482,984	+ 1.1
Alberta	3,241	2,931	- 9.6	2,743,531	2,479,472	- 9.6
British Columbia	2,914	2,523	- 13.4	2,623,831	2,324,069	- 11.4
Canada	30,447	28,764	- 5.5	24,363,224	23,600,897	- 3.1
Commercial Vehicles						
Atlantic Provinces	800	794	- 0.7	514,758	542,347	+ 5.4
Quebec	1,137	1,014	- 10.8	1,170,168	934,168	- 20.2
Ontario	2,116	1,797	- 15.1	1,832,275	1,432,080	- 21.8
Manitoba	359	325	- 9.5	268,938	251,823	- 6.4
Saskatchewan	657	544	- 17.2	545,894	506,320	- 7.2
Alberta	1,003	853	- 15.0	992,132	866,602	- 12.7
British Columbia	541	502	- 7.2	539,898	474,799	- 12.1
Canada	6,613	5,829	- 11.9	5,864,063	5,008,139	- 14.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,267	3,500	+ 7.1	2,255,086	2,534,521	+ 12.4
Quebec	6,014	5,884	- 2.2	5,392,390	5,215,207	- 3.3
Ontario	15,586	14,299	- 8.3	12,103,237	11,309,482	- 6.6
Manitoba	2,010	1,737	- 13.6	1,565,078	1,415,580	- 9.6
Saskatchewan	2,484	2,364	- 4.8	2,012,104	1,989,304	- 1.1
Alberta	4,244	3,784	- 10.8	3,735,663	3,346,074	- 10.4
British Columbia	3,455	3,025	- 12.4	3,163,729	2,798,868	- 11.5
Canada	37,060	34,593	- 6.7	30,227,287	28,609,036	- 5.4

(1) Revised
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER, 1953

New Motor Vehicle Sales

The sales of new motor vehicles in November continued on the downward trend which began in September. The number sold was 13 % lower than in November 1952 and the amount of sales was 9 % below last year.

Sales of new passenger cars dropped below the 1952 level for the first time in November. The decline in sales for September and October was attributed solely to fewer commercial vehicle sales. In November 21,236 passenger cars were sold for \$53,306,654, a drop of 9% in number and 6% in value from last year. Commercial vehicle sales declined 23% in number and 16% in value from November 1952.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

Sales of Buses, November 1952 and 1953

Province	Number of Units		Retail Value	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	8	-	98,564	-
Quebec	8	42	139,813	945,362
Ontario	5	6	66,776	73,053
Manitoba	2	11	32,422	214,737
Saskatchewan	-	2	-	41,580
Alberta	-	3	-	24,915
British Columbia	-	-	-	-
Canada	23	64	337,575	1,299,647

Financing of Motor Vehicle SalesNew Vehicles

The financing of new vehicles did not decline at the same rate as did sales. The 13,285 vehicles financed were 5% lower in number than in November 1952 while the amount of financing was 1% lower.

Passenger car financing held at a slightly higher level than last year with a gain of 8% in amount of financing while passenger car sales declined 6%.

Used Vehicles

Financing of used vehicles showed slight decreases both in number and amount from the same month last year. The 30,103 vehicles financed for \$25,065,421 represented decreases of 3% and 1% respectively.

Used passenger car financing was 2% lower in number and remained practically unchanged in the amount of financing. Commercial vehicle financing was 7% lower in both number and amount than November 1952.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1952(REVISED)—1953

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

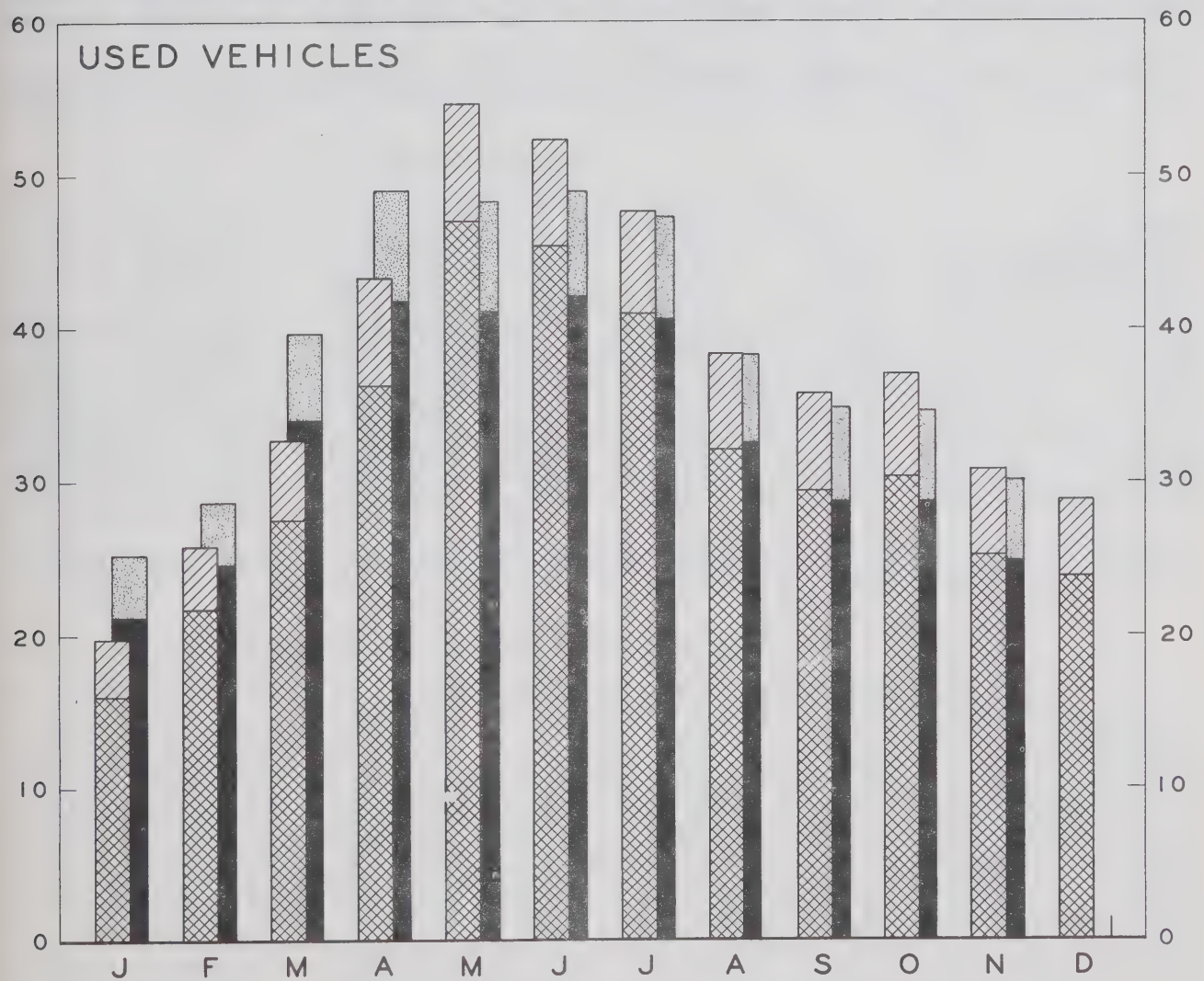
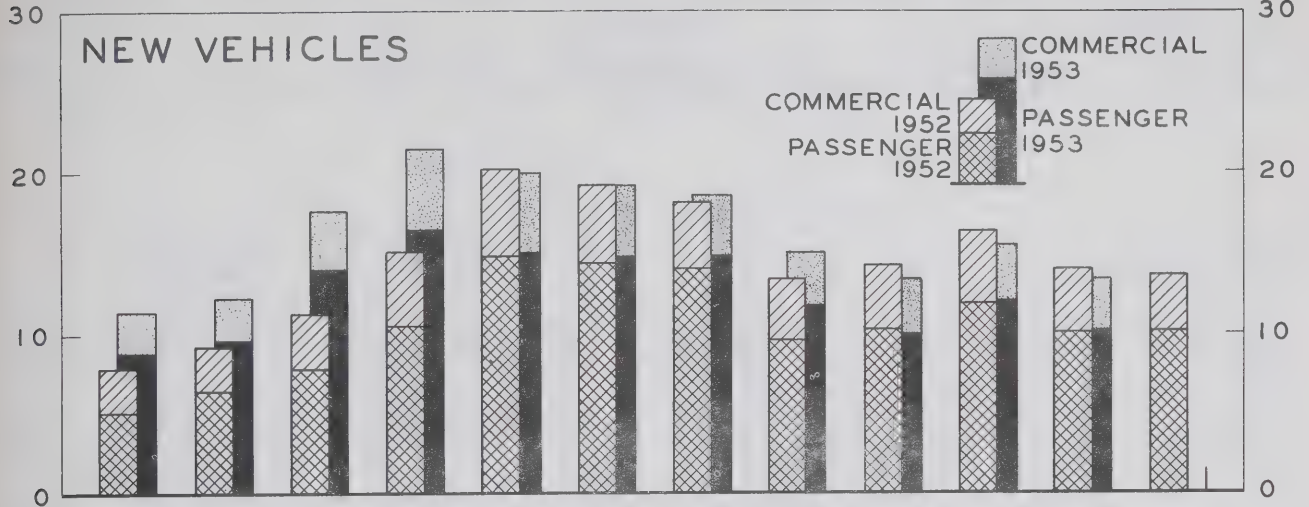


TABLE 1 New Motor Vehicle Sales, by Provinces
November 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	126	227	+ 80.2	296,045	537,573	+ 81.6
Prince Edward Island...	74	79	+ 6.8	184,305	192,566	+ 4.5
Nova Scotia	618	820	+ 32.7	1,458,717	1,967,663	+ 34.9
New Brunswick	525	536	+ 2.1	1,293,698	1,322,183	+ 2.2
Quebec	3,966	3,798	- 4.2	9,976,155	9,934,352	- 0.4
Ontario	11,509	10,060	- 12.6	28,122,970	25,022,407	- 11.0
Manitoba	1,065	941	- 11.6	2,603,125	2,347,642	- 9.8
Saskatchewan	1,423	1,345	- 5.5	3,543,976	3,444,270	- 2.8
Alberta	1,798	1,573	- 12.5	4,428,405	4,092,629	- 7.6
British Columbia	2,103	1,857	- 11.7	4,860,578	4,445,369	- 8.5
Canada	23,207	21,236	- 8.5	56,767,974	53,306,654	- 6.1
Commercial Vehicles						
Newfoundland	105	132	+ 25.7	222,767	283,658	+ 27.3
Prince Edward Island...	81	33	- 59.3	167,432	68,229	- 59.2
Nova Scotia	285	263	- 7.7	648,876	552,413	- 14.9
New Brunswick	210	222	+ 5.7	540,829	489,421	- 9.5
Quebec	1,352	1,260	- 6.8	3,600,255	4,522,798	+ 25.6
Ontario	3,595	2,420	- 32.7	8,673,626	6,172,140	- 28.8
Manitoba	435	356	- 8.2	985,043	1,036,841	+ 5.3
Saskatchewan	969	826	- 14.8	2,197,450	1,918,182	- 12.7
Alberta	1,235	962	- 22.1	3,032,386	2,344,776	- 22.7
British Columbia	702	430	- 38.7	1,754,945	1,054,026	- 39.9
Canada	8,969	6,904	- 23.0	21,823,609	18,442,484	- 15.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	231	359	+ 55.4	518,812	821,231	+ 58.3
Prince Edward Island...	155	112	- 27.7	351,737	260,795	- 25.9
Nova Scotia	903	1,083	+ 19.9	2,107,593	2,520,076	+ 19.6
New Brunswick	735	758	+ 3.1	1,834,527	1,811,604	- 1.2
Quebec	5,318	5,058	- 4.9	13,576,410	14,457,150	+ 6.5
Ontario	15,104	12,480	- 17.4	36,796,596	31,194,547	- 15.2
Manitoba	1,500	1,297	- 13.5	3,588,168	3,384,483	- 5.7
Saskatchewan	2,392	2,171	- 9.2	5,741,426	5,362,452	- 6.6
Alberta	3,033	2,535	- 16.4	7,460,791	6,437,405	- 13.7
British Columbia	2,805	2,287	- 18.5	6,615,523	5,499,395	- 16.9
Canada	32,176	28,140	- 12.5	78,591,583	71,749,138	- 8.7

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	695	768	+ 10.5	1,117,662	1,267,067	+ 13.4
Quebec	2,039	1,997	- 2.1	3,562,517	3,681,246	+ 3.3
Ontario	3,898	4,253	+ 9.1	5,992,036	6,986,589	+ 16.6
Manitoba	528	500	- 5.3	822,199	809,995	- 1.5
Saskatchewan	780	732	- 6.2	1,235,459	1,204,238	- 2.5
Alberta	1,316	1,139	- 13.4	2,253,423	2,037,681	- 9.6
British Columbia	812	865	+ 6.5	1,290,137	1,518,527	+ 17.7
Canada	10,068	10,254	+ 1.8	16,273,433	17,505,343	+ 7.6
Commercial Vehicles						
Atlantic Provinces	344	274	- 20.3	580,573	473,331	- 18.5
Quebec	696	584	- 16.1	1,515,730	1,292,566	- 14.7
Ontario	1,102	1,010	- 8.3	2,007,041	2,034,700	+ 1.4
Manitoba	197	159	- 19.3	332,948	336,715	+ 1.1
Saskatchewan	439	301	- 31.4	760,151	573,781	- 24.5
Alberta	827	497	- 39.9	1,925,279	1,056,938	- 45.1
British Columbia	282	206	- 27.0	591,697	467,883	- 20.9
Canada	3,887	3,031	- 22.0	7,713,419	6,235,914	- 19.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,039	1,042	+ 0.3	1,698,235	1,740,398	+ 2.5
Quebec	2,735	2,581	- 5.6	5,078,247	4,973,812	- 2.1
Ontario	5,000	5,263	+ 5.3	7,999,077	9,021,289	+ 12.8
Manitoba	725	659	- 9.1	1,155,147	1,146,710	- 0.7
Saskatchewan	1,219	1,033	- 15.3	1,995,610	1,778,019	- 10.9
Alberta	2,143	1,636	- 23.7	4,178,702	3,094,619	- 25.9
British Columbia	1,094	1,071	- 2.1	1,881,834	1,986,410	+ 5.6
Canada	13,955	13,285	- 4.8	23,986,852	23,741,257	- 1.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November 1952 and 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,054	2,166	+ 5.5	1,473,977	1,656,554	+ 12.4
Quebec	3,683	4,063	+ 10.3	3,252,763	3,565,530	+ 9.6
Ontario	11,349	10,987	- 3.2	8,728,330	8,679,563	- 0.6
Manitoba	1,361	1,137	- 16.5	1,097,517	944,108	- 14.0
Saskatchewan	1,777	1,670	- 6.0	1,392,449	1,296,934	- 6.9
Alberta	2,814	2,689	- 4.4	2,410,218	2,273,414	- 5.7
British Columbia	2,274	2,153	- 5.3	2,021,128	1,976,233	- 2.2
Canada	25,312	24,865	- 1.8	20,376,382	20,392,336	+ 0.1
Commercial Vehicles						
Atlantic Provinces	657	682	+ 3.8	467,598	491,154	+ 5.0
Quebec	946	868	- 8.2	1,004,959	899,883	- 10.5
Ontario	1,671	1,497	- 10.4	1,463,724	1,261,313	- 13.8
Manitoba	303	314	+ 3.6	224,078	233,065	+ 4.0
Saskatchewan	640	585	- 8.6	546,061	542,992	- 0.6
Alberta	944	867	- 8.2	912,690	808,392	- 11.4
British Columbia	449	425	- 5.3	424,246	436,286	+ 2.8
Canada	5,610	5,238	- 6.6	5,043,356	4,673,085	- 7.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,711	2,848	+ 5.1	1,941,575	2,147,708	+ 10.6
Quebec	4,629	4,931	+ 6.5	4,257,722	4,465,413	+ 4.9
Ontario	13,020	12,484	- 4.1	10,192,054	9,940,876	- 2.5
Manitoba	1,664	1,451	- 12.8	1,321,595	1,177,173	- 10.9
Saskatchewan	2,417	2,255	- 6.7	1,938,510	1,839,926	- 5.1
Alberta	3,758	3,556	- 5.4	3,322,908	3,081,806	- 7.3
British Columbia	2,723	2,578	- 5.3	2,445,374	2,412,519	- 1.3
Canada	30,922	30,103	- 2.6	25,419,738	25,065,421	- 1.4

(1) Revised
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Industry and Merchandising Division

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER, 1953

New Motor Vehicle Sales

Sales of new more vehicles, which have been declining since September, showed a slight upward trend in retail value in December 1953 although the number sold was slightly lower than in December last year. Sales of passenger cars increased 1% in number and 2% in value while commercial vehicles declined 7% in number and 5% in retail value.

Cumulative figures for January to December indicated that 461,887 new vehicles were sold during 1953 at a retail value of \$1,161,660,756, an increase of 15% in number and 16% in value over 1952. All provinces with the exception of Prince Edward Island registered higher sales than last year. Passenger car sales increased 23% in number and 24% in value during this period while commercial vehicle sales were 5% lower in number and 6% lower in value than in 1952.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Sales of Buses, December 1952 and 1953

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
			\$	\$
Atlantic Provinces	5	2	143,008	16,640
Quebec	8	-	151,107	-
Ontario	13	22	287,195	412,592
Manitoba	3	9	52,166	177,644
Saskatchewan	-	-	-	-
Alberta	1	4	18,693	105,612
British Columbia	-	1	-	3,019
CANADA	30	38	652,169	715,507

Financing of Motor Vehicle Sales

New Vehicles - Financing of motor vehicle sales continued to decline in December 1953 showing a drop of 17% in number and 10% in value compared with December last year. Passenger car sales were 14% lower in number and 8% lower in amount of financing while commercial vehicles registered a drop of 25% in number and 13% in amount from December 1952.

Despite the declines in financing of new vehicles during recent months, the January-to-December cumulative figures for 1953 were 9% higher in number and 17% greater in amount than the 1952 totals. Financing of new passenger cars was solely responsible for these increases, with gains of 17% in number and 30% in amount of financing over 1952. Financing of new commercial vehicles, on the other hand, decline 11% in number and 8% in amount.

Used Vehicles - Both the number of used vehicles financed and the amount of financing declined 10% in December 1953 compared with the same month last year. Financing of used passenger cars dropped 9% both in number and amount while used commercial vehicles declined 11% in number and 15% in amount of financing.

January-to-December cumulative figures for 1953 showed an increase of 1% in the number of used vehicles financed and 10% in amount. The upward trend was due solely to increased financing of used passenger cars.

Sales and Financing of New Vehicles Compared

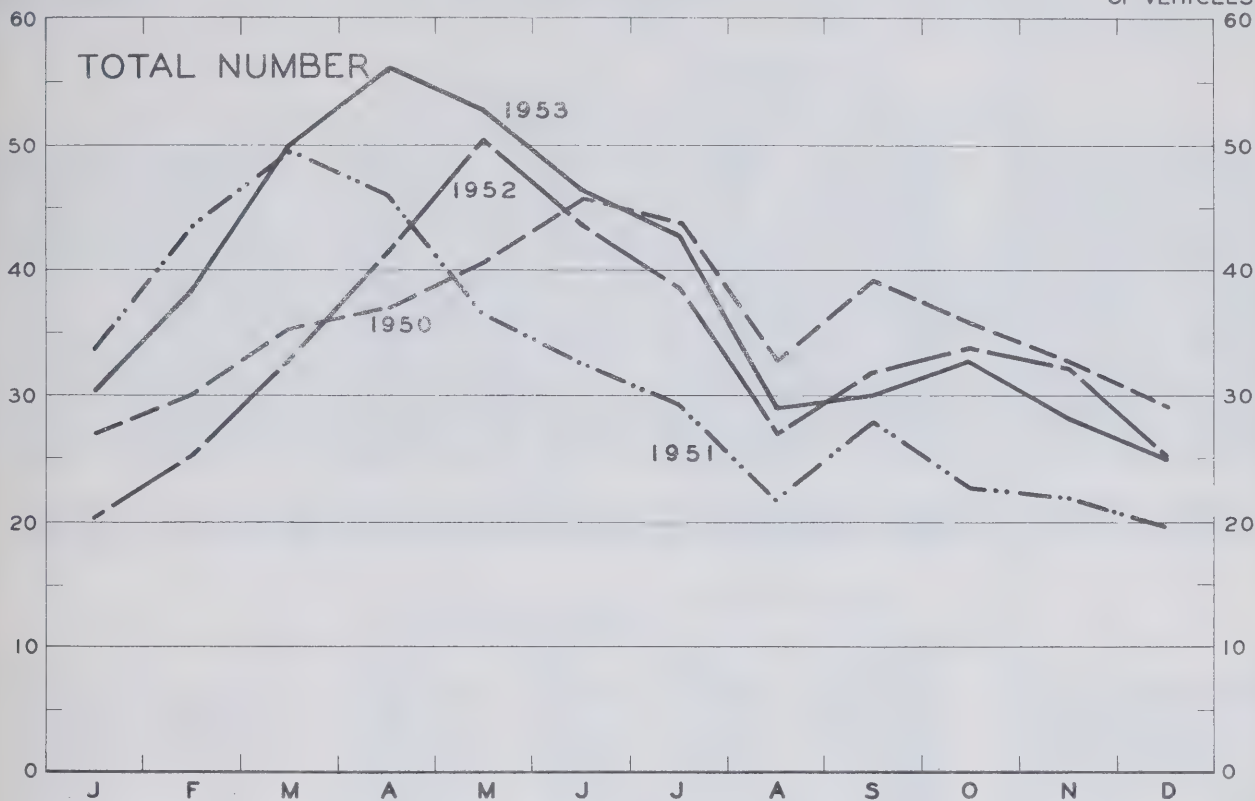
<u>January to December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1952</u>	<u>1953</u>	<u>1952</u>	<u>1953</u>
No. Sold	292,095	358,661	108,682	103,226
No. Financed	124,879	146,367	47,708	42,632
% of Sales Financed	42.8	40.8	43.9	41.3

NEW MOTOR VEHICLE SALES

1950-51-52-53

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1953/1952

DECEMBER

JAN. TO DEC.

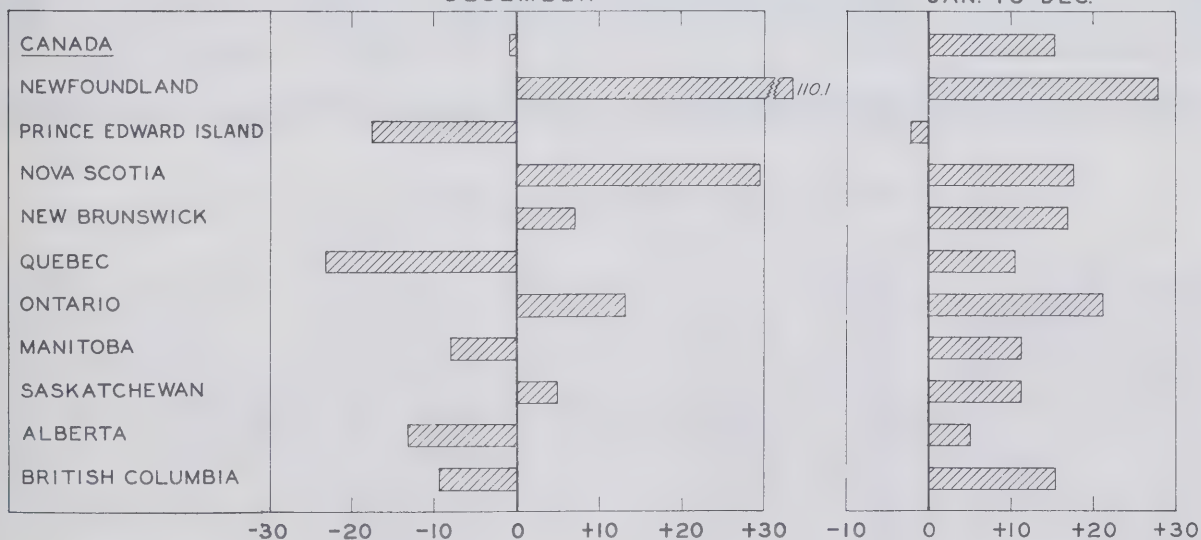


TABLE 1 New Motor Vehicle Sales, by Provinces
December 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	118	330	+179.6	277,793	806,835	+190.4
Prince Edward Island...	88	97	+ 10.2	213,184	237,681	+ 11.5
Nova Scotia	545	690	+ 26.6	1,314,670	1,686,856	+ 28.3
New Brunswick	521	603	+ 15.7	1,305,719	1,466,596	+ 12.3
Quebec	3,949	3,130	- 20.7	10,186,037	8,246,438	- 19.0
Ontario	7,537	8,187	+ 8.6	18,801,945	20,500,486	+ 9.0
Manitoba	1,176	1,131	- 3.8	2,895,715	2,726,712	- 5.8
Saskatchewan	1,371	1,567	+ 14.3	3,370,617	3,916,325	+ 16.2
Alberta	2,150	2,144	- 0.3	5,435,156	5,451,318	+ 0.3
British Columbia	1,760	1,569	- 10.9	4,057,282	3,901,771	- 3.8
Canada	19,215	19,448	+ 1.2	47,858,118	48,941,018	+ 2.3
Commercial Vehicles						
Newfoundland	89	105	+ 18.0	188,343	216,094	+ 14.7
Prince Edward Island...	71	34	- 52.1	138,392	68,670	- 50.4
Nova Scotia	228	312	+ 36.8	481,612	651,044	+ 35.2
New Brunswick	238	210	- 11.8	682,616	458,060	- 32.9
Quebec	1,112	759	- 31.7	2,995,349	2,187,349	- 27.0
Ontario	1,371	1,910	+ 39.3	4,037,279	5,467,241	+ 35.4
Manitoba	380	301	- 20.8	863,482	903,527	+ 4.6
Saskatchewan	814	726	- 10.8	1,847,652	1,650,023	- 10.7
Alberta	1,298	848	- 34.7	3,213,942	2,197,107	- 31.6
British Columbia	432	417	- 3.5	1,105,156	1,041,589	- 5.8
Canada	6,033	5,622	- 6.8	15,553,823	14,840,704	- 4.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	207	435	+110.1	466,136	1,022,929	+119.4
Prince Edward Island...	159	131	- 17.6	351,576	306,351	- 12.9
Nova Scotia	773	1,002	+ 29.6	1,796,282	2,337,900	+ 30.2
New Brunswick	759	813	+ 7.1	1,988,335	1,924,656	- 3.2
Quebec	5,061	3,889	- 23.2	13,181,386	10,433,787	- 20.8
Ontario	8,908	10,097	+ 13.3	22,839,224	25,967,727	+ 13.7
Manitoba	1,556	1,432	- 8.0	3,759,197	3,630,239	- 3.4
Saskatchewan	2,185	2,293	+ 4.9	5,218,269	5,566,348	+ 6.7
Alberta	3,448	2,992	- 13.2	8,649,098	7,648,425	- 11.6
British Columbia	2,192	1,986	- 9.4	5,162,438	4,943,360	- 4.2
Canada	25,248	25,070	- 0.7	63,411,941	63,781,722	+ 0.6

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces
January-to-December 1952 and 1953

Province	Number			Retail Value		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Newfoundland	2,978	4,095	+ 37.5	7,013,458	9,670,513	+ 37.9
Prince Edward Island...	1,306	1,454	+ 11.3	3,122,024	3,501,908	+ 12.2
Nova Scotia	9,387	11,660	+ 24.2	22,641,608	28,346,303	+ 25.2
New Brunswick	7,860	9,786	+ 24.5	19,213,542	24,106,109	+ 25.5
Quebec	58,805	68,826	+ 17.0	150,042,481	177,920,987	+ 18.6
Ontario	124,587	157,867	+ 26.7	310,735,388	394,511,744	+ 27.0
Manitoba	16,337	19,183	+ 17.4	40,076,647	47,433,402	+ 18.4
Saskatchewan	19,480	24,010	+ 23.3	48,204,826	61,325,355	+ 27.2
Alberta	25,197	29,054	+ 15.3	63,282,691	73,190,008	+ 15.7
British Columbia	26,158	32,726	+ 25.1	60,834,965	78,621,956	+ 29.2
Canada	292,095	358,661	+ 22.8	725,167,630	898,628,285	+ 23.9
Commercial Vehicles						
Newfoundland	1,638	1,806	+ 10.3	3,507,536	3,865,696	+ 10.2
Prince Edward Island...	954	756	- 20.8	1,967,375	1,575,025	- 19.9
Nova Scotia	3,796	3,838	+ 1.1	8,637,563	8,242,821	- 4.6
New Brunswick	3,358	3,333	- 0.7	8,084,715	7,372,430	- 8.8
Quebec	19,510	17,729	- 9.1	57,154,008	49,776,581	- 12.9
Ontario	34,955	35,450	+ 1.4	89,596,608	93,587,774	+ 4.5
Manitoba	6,255	5,941	- 5.0	15,137,563	15,105,800	- 0.2
Saskatchewan	13,398	12,535	- 6.4	30,965,145	28,941,933	- 6.5
Alberta	16,012	14,250	- 11.0	39,909,663	35,056,849	- 12.2
British Columbia	8,806	7,588	- 13.8	23,534,535	19,507,562	- 17.1
Canada	108,682	103,226	- 5.0	278,494,711	263,032,711	- 5.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	4,616	5,901	+ 27.8	10,520,994	13,536,209	+ 28.7
Prince Edward Island...	2,260	2,210	- 2.2	5,089,399	5,076,933	- 0.2
Nova Scotia	13,183	15,498	+ 17.6	31,279,171	36,589,124	+ 17.0
New Brunswick	11,218	13,119	+ 16.9	27,298,257	31,478,539	+ 15.3
Quebec	78,315	86,555	+ 10.5	207,196,489	227,697,568	+ 9.9
Ontario	159,542	193,317	+ 21.2	400,331,996	488,099,518	+ 21.9
Manitoba	22,592	25,124	+ 11.2	55,214,210	62,539,202	+ 13.3
Saskatchewan	32,878	36,545	+ 11.2	79,169,971	90,267,288	+ 14.0
Alberta	41,209	43,304	+ 5.1	103,192,354	108,246,857	+ 4.9
British Columbia	34,964	40,314	+ 15.3	84,369,500	98,129,518	+ 16.3
Canada	400,777	461,887	+ 15.2	1,003,662,341	1,161,660,756	+ 15.7

(1) Revised.

TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces
December 1952 and 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	756	691	- 8.6	1,220,968	1,146,715	- 6.1
Quebec	1,823	1,597	- 12.4	3,320,287	3,006,829	- 9.4
Ontario	4,019	3,613	- 10.1	6,305,921	6,136,249	- 2.7
Manitoba	537	356	- 33.7	819,964	587,669	- 28.3
Saskatchewan	695	626	- 9.9	1,094,096	1,049,702	- 4.1
Alberta	1,328	1,054	- 20.6	2,283,730	1,893,801	- 17.1
British Columbia	938	763	- 8.7	1,591,641	1,399,738	- 12.1
Canada	10,096	8,700	- 13.8	16,636,607	15,220,703	- 8.5
Commercial Vehicles						
Atlantic Provinces	336	272	- 19.0	590,853	442,254	- 25.1
Quebec	618	506	- 18.1	1,504,115	1,713,329	+ 13.9
Ontario	1,041	813	- 21.9	1,879,396	1,694,786	- 9.8
Manitoba	156	107	- 31.4	243,275	214,745	- 11.7
Saskatchewan	347	247	- 28.8	702,052	509,185	- 27.5
Alberta	660	431	- 34.7	1,410,540	1,037,341	- 26.5
British Columbia	246	183	- 25.6	631,622	468,908	- 25.8
Canada	3,404	2,559	- 24.8	6,961,853	6,080,548	- 12.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,092	963	- 11.8	1,811,821	1,588,969	- 12.3
Quebec	2,441	2,103	- 13.8	4,824,402	4,720,158	- 2.2
Ontario	5,060	4,426	- 12.5	8,185,317	7,831,035	- 4.3
Manitoba	693	463	- 33.2	1,063,239	802,414	- 24.5
Saskatchewan	1,042	873	- 16.2	1,796,148	1,558,887	- 13.2
Alberta	1,988	1,485	- 25.3	3,694,270	2,931,142	- 20.7
British Columbia	1,184	946	- 20.1	2,223,263	1,868,646	- 16.0
Canada	13,500	11,259	- 16.6	23,598,460	21,301,251	- 9.7

(1) Revised.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
January-to-December 1952 and 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	9,737	11,984	+ 23.1	14,813,058	20,058,384	+ 35.4
Quebec	27,505	32,407	+ 17.8	46,760,273	60,206,414	+ 28.8
Ontario	48,257	58,366	+ 20.9	71,270,393	96,594,741	+ 35.5
Manitoba	6,593	7,297	+ 10.7	9,595,905	11,992,509	+ 25.0
Saskatchewan	7,952	8,368	+ 5.2	12,052,167	13,954,860	+ 15.8
Alberta	13,254	15,180	+ 14.5	21,336,860	26,897,558	+ 26.1
British Columbia	11,581	12,765	+ 10.2	18,593,515	22,309,179	+ 20.0
Canada	124,879	146,367	+ 17.2	194,422,171	252,013,645	+ 29.6
Commercial Vehicles						
Atlantic Provinces	4,405	4,442	+ 0.8	7,546,647	7,952,777	+ 5.4
Quebec	10,763	8,510	- 20.9	24,263,337	19,675,801	- 18.9
Ontario	13,833	12,986	- 6.1	26,798,591	25,581,938	- 4.5
Manitoba	2,442	2,140	- 12.4	4,344,939	4,107,157	- 5.5
Saskatchewan	4,566	4,014	- 12.1	8,844,411	8,059,068	- 8.9
Alberta	7,686	7,266	- 5.5	17,220,363	17,061,647	- 0.9
British Columbia	4,013	3,274	- 18.4	9,013,939	7,667,837	- 14.9
Canada	47,708	42,632	- 10.6	98,032,227	90,106,225	- 8.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	14,142	16,426	+ 16.2	22,359,705	28,011,161	+ 25.3
Quebec	38,268	40,917	+ 6.9	71,023,610	79,882,215	+ 12.5
Ontario	62,090	71,352	+ 14.9	98,068,984	122,176,679	+ 24.6
Manitoba	9,035	9,437	+ 4.4	13,940,844	16,099,666	+ 15.5
Saskatchewan	12,518	12,382	- 1.1	20,896,578	22,013,928	+ 5.3
Alberta	20,940	22,446	+ 7.2	38,557,223	43,959,205	+ 14.0
British Columbia	15,594	16,039	+ 2.9	27,607,454	29,977,016	+ 8.6
Canada	172,587	188,999	+ 9.5	292,454,398	342,119,870	+ 17.0

(1) Revised.

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
December 1952 and 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	2,103	2,100	- 0.1	1,545,171	1,595,159	+ 3.2
Quebec	3,304	3,494	+ 5.8	3,018,060	3,083,360	+ 2.2
Ontario	11,046	9,400	- 14.9	8,630,274	7,384,747	- 14.4
Manitoba	1,228	795	- 35.3	1,013,832	694,460	- 31.5
Saskatchewan	1,396	1,371	- 1.8	1,138,824	1,098,814	- 3.5
Alberta	2,472	2,205	- 10.8	2,172,238	1,893,338	- 12.8
British Columbia	2,237	2,160	- 3.4	2,055,733	2,012,754	- 2.1
Canada	23,786	21,525	- 9.5	19,574,132	17,762,632	- 9.2
Commercial Vehicles						
Atlantic Provinces	617	601	- 2.6	447,020	435,350	- 2.6
Quebec	845	800	- 5.3	933,416	808,473	- 13.4
Ontario	1,540	1,352	- 12.2	1,467,033	1,180,152	- 19.6
Manitoba	285	233	- 18.2	234,232	186,020	- 20.6
Saskatchewan	511	448	- 12.3	424,071	365,470	- 13.8
Alberta	803	737	- 8.2	868,249	754,224	- 13.1
British Columbia	505	393	- 22.1	468,095	395,589	- 15.5
Canada	5,106	4,564	- 10.6	4,842,116	4,125,278	- 14.8
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,720	2,701	- 0.7	1,992,191	2,030,509	+ 1.9
Quebec	4,149	4,294	+ 3.5	3,951,476	3,891,833	- 1.5
Ontario	12,586	10,752	- 14.6	10,097,307	8,564,899	- 15.2
Manitoba	1,513	1,028	- 32.1	1,248,064	880,480	- 29.5
Saskatchewan	1,907	1,819	- 4.6	1,562,895	1,464,284	- 6.3
Alberta	3,275	2,942	- 10.2	3,040,487	2,647,562	- 12.9
British Columbia	2,742	2,553	- 6.8	2,523,828	2,408,343	- 4.6
Canada	28,892	26,089	- 9.7	24,416,248	21,887,910	- 10.4

(1) Revised.

TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
January-to-December 1952 and 1953

Province	Number of Vehicles			Amount of Financing		
	1952 (1)	1953	% Change, 1953/1952	1952 (1)	1953	% Change, 1953/1952
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	31,615	34,812	+ 10.1	21,915,499	26,341,877	+ 20.2
Quebec	58,965	66,213	+ 12.3	49,606,947	59,318,597	+ 19.6
Ontario	173,389	169,786	- 2.1	123,604,193	137,293,898	+ 11.1
Manitoba	19,385	18,259	- 5.8	14,284,074	15,311,013	+ 7.2
Saskatchewan	20,695	21,193	+ 2.4	15,263,923	16,796,028	+ 10.0
Alberta	36,633	37,384	+ 2.1	29,102,800	32,724,637	+ 12.4
British Columbia	35,143	34,504	- 1.8	29,291,346	32,251,951	+ 10.1
Canada	375,825	382,151	+ 1.7	283,068,782	320,038,001	+ 13.1
Commercial Vehicles						
Atlantic Provinces	8,964	9,440	+ 5.3	6,338,269	6,973,993	+ 10.0
Quebec	13,318	12,222	- 8.2	13,736,814	11,944,094	- 13.1
Ontario	22,719	21,328	- 6.1	19,535,455	18,422,098	- 5.7
Manitoba	3,861	3,533	- 8.5	2,975,712	2,932,089	- 1.5
Saskatchewan	6,590	6,281	- 4.7	5,393,931	5,633,973	+ 4.5
Alberta	10,297	10,568	+ 2.6	10,077,092	10,842,620	+ 7.6
British Columbia	6,193	6,012	- 2.9	6,108,702	6,273,020	+ 2.7
Canada	71,942	69,384	- 3.6	64,165,975	63,021,887	- 1.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	40,579	44,252	+ 9.1	28,253,768	33,315,870	+ 17.9
Quebec	72,283	78,435	+ 8.5	63,343,761	71,262,691	+ 12.5
Ontario	196,108	191,114	- 2.5	143,139,648	155,715,996	+ 8.8
Manitoba	23,246	21,792	- 6.3	17,259,786	18,243,102	+ 5.7
Saskatchewan	27,285	27,474	+ 0.7	20,657,854	22,430,001	+ 8.6
Alberta	46,930	47,952	+ 2.2	39,179,892	43,567,257	+ 11.2
British Columbia	41,336	40,516	- 2.0	35,400,048	38,524,971	+ 8.8
Canada	447,767	451,535	+ 0.8	347,234,757	383,059,888	+ 10.3

(1) Revised.

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MERCHANDISING FILE - M
UNIVERSITY OF TORONTO

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA



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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

New Motor Vehicle Sales

A considerable decline in the sale of new motor vehicles occurred during January 1954 as compared to January of last year. The number of vehicles sold decreased 23 % while the value was 21% lower. This reduction in sales was less pronounced in Ontario and Quebec than in the other provinces.

Sales of passenger cars were 20 % lower in number and 18 % in value with decreases in value ranging from 4% in Ontario to 55 % in Prince Edward Island. The sale of commercial vehicles dropped from 7,061 units last year to 4,626 in January 1954 (-35%) with a corresponding decrease in dollar value (-31%).

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division

6505-506
2-3-54

Sales of Buses, January 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	-	2	-	8
Quebec	1	1	11	3
Ontario	4	1	57	3
Manitoba	4	4	70	66
Saskatchewan	-	-	-	-
Alberta	1	-	9	-
British Columbia	-	9	-	204
Canada	10	17	147	284

Financing of Motor Vehicle SalesNew Vehicles

The decline in the financing of new vehicles was of similar magnitude to the drop in sales. There were 25% fewer vehicles financed than in January last year and the amount of financing was 21% less. The amount of financing for new passenger cars was 18% less while the drop in the financing of commercial vehicles amounted to 33% in number and 27% in value.

Used Vehicles

Used car financing was quite consistent between items with a common decrease of 31% below January 1953. That is, both total, passenger and commercial vehicles in both number of units and amount of financing showed a level of practically 31% below last year.

TABLE 1 New Motor Vehicle Sales, by Provinces
January 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	222	137	- 38.3	520	322	- 38.1
Prince Edward Island...	101	42	- 58.4	238	106	- 55.4
Nova Scotia	726	544	- 25.1	1,744	1,344	- 22.9
New Brunswick	512	361	- 29.5	1,253	918	- 26.7
Quebec	4,261	3,638	- 14.6	10,967	9,478	- 13.6
Ontario	9,761	9,245	- 5.3	23,959	23,127	- 3.5
Manitoba	1,651	774	- 53.1	4,014	1,960	- 51.2
Saskatchewan	1,586	1,025	- 35.4	3,968	2,640	- 33.5
Alberta	2,060	1,310	- 36.4	5,198	3,346	- 35.6
British Columbia	2,262	1,431	- 36.7	5,263	3,495	- 33.6
Canada	23,142	18,507	- 20.0	57,124	46,736	- 18.2
Commercial Vehicles						
Newfoundland	82	71	- 13.4	174	148	- 14.9
Prince Edward Island...	42	18	- 57.1	89	37	- 58.4
Nova Scotia	241	215	- 10.8	608	459	- 24.5
New Brunswick	251	155	- 38.2	586	408	- 30.4
Quebec	858	913	+ 6.4	2,470	2,565	+ 3.8
Ontario	2,442	1,506	- 38.3	6,332	4,332	- 31.6
Manitoba	530	258	- 51.3	1,275	709	- 44.4
Saskatchewan	1,036	461	- 55.5	2,272	1,080	- 52.5
Alberta	1,124	630	- 44.0	2,803	1,500	- 46.5
British Columbia	455	399	- 12.3	1,298	1,163	- 10.4
Canada	7,061	4,626	- 34.5	17,907	12,401	- 30.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	304	208	- 31.6	694	470	- 32.3
Prince Edward Island...	143	60	- 58.0	327	143	- 56.3
Nova Scotia	967	759	- 21.5	2,352	1,803	- 23.3
New Brunswick	763	516	- 32.4	1,839	1,326	- 27.9
Quebec	5,119	4,551	- 11.1	13,437	12,043	- 10.4
Ontario	12,203	10,751	- 11.9	30,291	27,459	- 9.3
Manitoba	2,181	1,032	- 52.7	5,289	2,669	- 49.5
Saskatchewan	2,622	1,486	- 43.3	6,240	3,720	- 40.4
Alberta	3,184	1,940	- 39.1	8,001	4,846	- 39.4
British Columbia	2,717	1,830	- 32.6	6,561	4,658	- 29.0
Canada	30,203	23,133	- 23.4	75,031	59,137	- 21.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

January 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	595	458	- 23.0	973	783	- 19.5
Quebec	1,771	1,260	- 28.9	3,215	2,466	- 23.3
Ontario	3,668	3,160	- 13.8	5,879	5,357	- 8.9
Manitoba	467	307	- 34.3	717	508	- 29.1
Saskatchewan	496	352	- 29.0	796	590	- 25.9
Alberta	993	701	- 29.4	1,687	1,274	- 24.5
British Columbia	831	542	- 34.8	1,409	1,015	- 28.0
Canada	8,821	6,780	- 23.1	14,676	11,993	- 18.3
Commercial Vehicles						
Atlantic Provinces	256	176	- 31.2	458	301	- 34.3
Quebec	530	397	- 25.1	1,197	937	- 21.7
Ontario	839	593	- 29.3	1,632	1,286	- 21.2
Manitoba	116	78	- 32.8	246	189	- 23.2
Saskatchewan	265	138	- 47.9	463	325	- 29.8
Alberta	486	272	- 44.0	1,078	643	- 40.4
British Columbia	184	149	- 19.0	401	332	- 17.2
Canada	2,676	1,803	- 32.6	5,475	4,013	- 26.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	851	634	- 25.5	1,431	1,084	- 24.2
Quebec	2,301	1,657	- 28.0	4,412	3,403	- 22.9
Ontario	4,507	3,753	- 16.7	7,511	6,643	- 11.6
Manitoba	583	385	- 34.0	963	697	- 27.6
Saskatchewan	761	490	- 35.6	1,259	915	- 27.3
Alberta	1,479	973	- 34.2	2,765	1,917	- 30.7
British Columbia	1,015	691	- 31.9	1,810	1,347	- 25.6
Canada	11,497	8,583	- 25.3	20,151	16,006	- 20.6

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces

January 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,661	1,209	- 27.2	1,263	936	- 25.9
Quebec	2,764	2,107	- 23.8	2,596	1,999	- 23.0
Ontario	10,293	7,227	- 29.8	8,276	5,815	- 29.7
Manitoba	1,052	642	- 39.0	907	586	- 35.4
Saskatchewan	1,159	661	- 43.0	942	520	- 44.8
Alberta	2,164	1,297	- 40.1	1,898	1,124	- 40.8
British Columbia	2,135	1,449	- 32.1	2,013	1,357	- 32.6
Canada	21,228	14,592	- 31.3	17,895	12,337	- 31.1
Commercial Vehicles						
Atlantic Provinces	505	371	- 26.5	366	273	- 25.4
Quebec	604	511	- 15.4	702	535	- 23.8
Ontario	1,368	937	- 31.5	1,332	874	- 34.4
Manitoba	240	134	- 44.2	217	122	- 43.8
Saskatchewan	350	183	- 47.7	338	181	- 46.4
Alberta	591	418	- 29.3	640	443	- 30.8
British Columbia	350	260	- 25.7	335	282	- 15.8
Canada	4,008	2,814	- 29.8	3,930	2,710	- 31.0
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,166	1,580	- 27.1	1,629	1,209	- 25.8
Quebec	3,368	2,618	- 22.3	3,298	2,534	- 23.2
Ontario	11,661	8,164	- 30.0	9,608	6,689	- 30.4
Manitoba	1,292	776	- 39.9	1,124	708	- 37.0
Saskatchewan	1,509	844	- 44.1	1,280	701	- 45.2
Alberta	2,755	1,715	- 37.7	2,538	1,567	- 38.3
British Columbia	2,485	1,709	- 31.2	2,348	1,639	- 30.2
Canada	25,236	17,406	- 31.0	21,825	15,047	- 31.1

(1) Revised

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY 1954

New Motor Vehicle Sales

Sales of new motor vehicles continued to decline during February 1954. The number of new vehicles sold was 22% lower and the retail value 20% less than in February last year.

There were 23,722 passenger cars valued at \$60,410,000 sold during February 1954, a decline of 22% in number and 21% in value from the 30,282 cars retailed at \$76,212,000 in February 1953. Commercial vehicle sales declined 24% in number and 20% in value.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

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5-4-54

Sales of Buses, February 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	-	1	-	3
Quebec	3	1	51	7
Ontario	-	11	-	183
Manitoba	5	2	77	39
Saskatchewan	-	2	-	6
Alberta	-	-	-	-
British Columbia	-	11	-	212
Canada	8	28	128	450

Financing of Motor Vehicle SalesNew Vehicles

The drop in financing of new vehicles was not as great as the drop in sales. At the same time the amount of financing did not decline to the same extent as did the number of vehicles financed. Financing of new vehicles declined 17% in number and 12% in amount. There were 16% fewer passenger cars financed during February involving an 11% decrease in the amount of financing. Commercial vehicle financing declined 20% in number and 15% in amount.

Used Vehicles

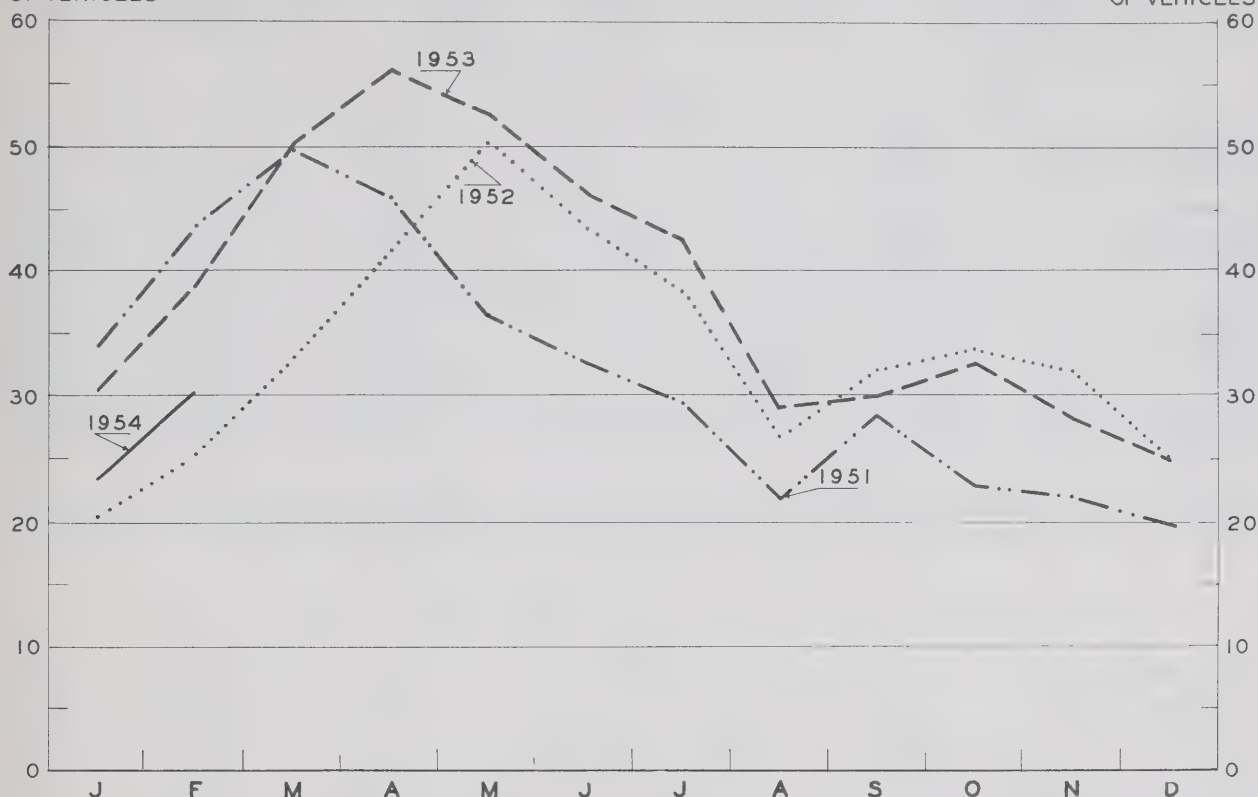
Financing of used vehicles declined both in number and amount compared with February 1953. Used passenger car financing was 24% lower in both number and amount while used commercial vehicles declined 18% in number and 23% in amount.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

FEBRUARY

JAN. TO FEB.

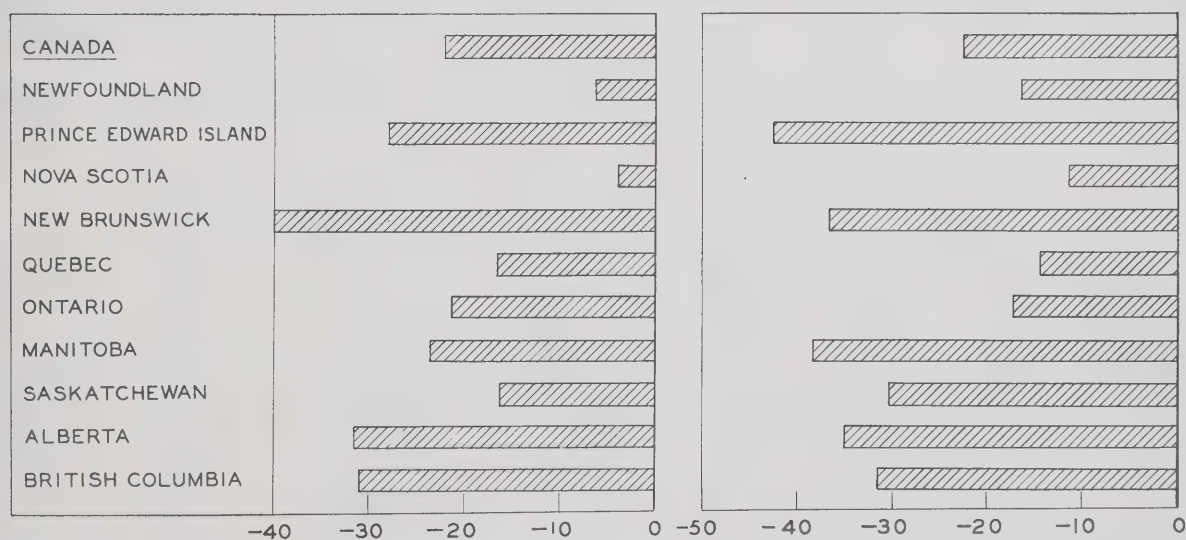


TABLE 1 New Motor Vehicle Sales, by Provinces
February 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	288	290	+ 0.7	684	678	- 0.9
Prince Edward Island...	89	60	- 32.6	214	154	- 28.0
Nova Scotia	919	833	- 9.4	2,251	2,048	- 9.0
New Brunswick	821	473	- 42.4	2,018	1,190	- 41.0
Quebec	5,771	4,691	- 18.7	14,876	12,210	- 17.9
Ontario	13,315	10,594	- 20.4	33,406	26,647	- 20.2
Manitoba	1,665	1,290	- 22.5	4,191	3,324	- 20.7
Saskatchewan	1,766	1,499	- 15.1	4,480	3,983	- 11.1
Alberta	2,571	1,846	- 28.2	6,515	4,848	- 25.6
British Columbia	3,077	2,146	- 30.3	7,577	5,328	- 29.7
Canada	30,282	23,722	- 21.7	76,212	60,410	- 20.7
Commercial Vehicles						
Newfoundland	155	125	- 19.4	329	264	- 19.8
Prince Edward Island...	61	48	- 21.3	137	102	- 25.5
Nova Scotia	263	303	+ 15.2	566	642	+ 13.4
New Brunswick	222	153	- 31.1	490	340	- 30.6
Quebec	1,267	1,182	- 6.7	3,228	3,134	- 2.9
Ontario	3,150	2,346	- 25.5	7,855	6,369	- 18.9
Manitoba	439	318	- 27.6	1,159	827	- 28.6
Saskatchewan	705	572	- 18.9	1,676	1,363	- 18.7
Alberta	1,181	723	- 38.8	2,878	1,785	- 38.0
British Columbia	803	532	- 33.7	1,986	1,501	- 24.4
Canada	8,246	6,302	- 23.6	20,304	16,327	- 19.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	443	415	- 6.3	1,013	942	- 7.0
Prince Edward Island...	150	108	- 28.0	351	256	- 27.1
Nova Scotia	1,182	1,136	- 3.9	2,817	2,690	- 4.5
New Brunswick	1,043	626	- 40.0	2,508	1,530	- 39.0
Quebec	7,038	5,873	- 16.6	18,104	15,344	- 15.2
Ontario	16,465	12,940	- 21.4	41,261	33,016	- 20.0
Manitoba	2,104	1,608	- 23.6	5,350	4,151	- 22.4
Saskatchewan	2,471	2,071	- 16.2	6,156	5,346	- 13.2
Alberta	3,752	2,569	- 31.5	9,393	6,633	- 29.4
British Columbia	3,880	2,678	- 31.0	9,563	6,829	- 28.6
Canada	38,528	30,024	- 22.1	96,516	76,737	- 20.5

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
February 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	710	539	- 24.1	1,161	948	- 18.3
Quebec	1,952	1,649	- 15.5	3,547	3,090	- 12.9
Ontario	3,986	3,641	- 8.7	6,430	6,115	- 4.9
Manitoba	481	380	- 21.0	747	684	- 8.4
Saskatchewan	500	468	- 6.4	790	814	+ 3.0
Alberta	996	780	- 21.7	1,700	1,460	- 14.1
British Columbia	1,000	600	- 40.0	1,691	1,101	- 34.9
Canada	9,625	8,057	- 16.3	16,066	14,212	- 11.5
Commercial Vehicles						
Atlantic Provinces	245	208	- 15.1	495	386	- 22.0
Quebec	486	492	+ 1.2	1,058	1,211	+ 14.5
Ontario	854	676	- 20.8	1,605	1,484	- 7.5
Manitoba	134	103	- 23.1	217	196	- 9.7
Saskatchewan	222	170	- 23.4	402	314	- 21.9
Alberta	504	324	- 35.7	1,232	810	- 34.3
British Columbia	241	167	- 30.7	596	363	- 39.1
Canada	2,686	2,140	- 20.3	5,605	4,764	- 15.0
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	955	747	- 21.8	1,656	1,334	- 19.4
Quebec	2,438	2,141	- 12.2	4,605	4,301	- 6.6
Ontario	4,840	4,317	- 10.8	8,035	7,599	- 5.4
Manitoba	615	483	- 21.5	964	880	- 8.7
Saskatchewan	722	638	- 11.6	1,192	1,128	- 5.4
Alberta	1,500	1,104	- 26.4	2,932	2,270	- 22.6
British Columbia	1,241	767	- 38.2	2,287	1,464	- 36.0
Canada	12,311	10,197	- 17.2	21,671	18,976	- 12.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
February 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,979	1,439	- 27.3	1,470	1,132	- 23.0
Quebec	3,595	2,862	- 20.4	3,346	2,630	- 21.4
Ontario	11,518	8,908	- 22.7	9,424	7,250	- 23.1
Manitoba	1,139	932	- 18.2	1,027	856	- 16.7
Saskatchewan	1,219	1,028	- 15.7	985	834	- 15.3
Alberta	2,532	1,814	- 28.4	2,254	1,533	- 32.0
British Columbia	2,655	1,715	- 35.4	2,412	1,568	- 35.0
Canada	24,637	18,698	- 24.1	20,918	15,803	- 24.5
Commercial Vehicles						
Atlantic Provinces	512	392	- 23.4	387	299	- 22.7
Quebec	613	594	- 3.1	603	575	- 4.6
Ontario	1,351	1,103	- 18.4	1,232	950	- 22.9
Manitoba	200	180	- 10.0	184	142	- 22.8
Saskatchewan	309	281	- 9.1	324	221	- 31.8
Alberta	657	492	- 25.1	695	506	- 27.2
British Columbia	443	311	- 29.8	442	298	- 32.6
Canada	4,085	3,353	- 17.9	3,867	2,991	- 22.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,491	1,831	- 26.5	1,857	1,431	- 22.9
Quebec	4,208	3,456	- 17.9	3,949	3,205	- 18.8
Ontario	12,869	10,011	- 22.2	10,656	8,200	- 23.0
Manitoba	1,339	1,112	- 17.0	1,211	998	- 17.6
Saskatchewan	1,528	1,309	- 14.3	1,309	1,055	- 19.4
Alberta	3,189	2,306	- 27.7	2,949	2,039	- 31.9
British Columbia	3,098	2,026	- 34.6	2,854	1,866	- 24.6
Canada	28,722	22,051	- 23.2	24,785	18,794	- 24.2

(1) Revised

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH 1954

New Motor Vehicle Sales

Sales of new motor vehicles continued to decline during March 1954 but to a lesser extent than in the two previous months. The 44,887 new vehicles sold for \$116,787,000 during this period, represented a decline of 10% in number and 6% in value from March last year. Passenger car sales were 8% lower in number and 5% less in value, while sales of commercial vehicles dropped 18% in number and 12% in retail value.

Cumulative figures for the first quarter of 1954 reveal that sales of new motor vehicles declined 17% in number and 15% in value from the corresponding period of 1953. Passenger car sales were 15% lower in number and 13% less in value during the period from January to March 1954.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506
6-5-54

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	-	2	-	30
Quebec	7	22	114	631
Ontario	3	8	41	146
Manitoba	4	2	64	36
Saskatchewan	-	2	-	32
Alberta	-	1	-	3
British Columbia	-	-	-	-
Canada	14	37	219	878

Financing of Motor Vehicle SalesNew Vehicles

Financing of new motor vehicles declined in March 1954 by approximately the same extent as sales, 12% in number and 6% in amount of financing. While financing of passenger cars declined 10% in number during March the drop in amount was only 2%. The number of commercial vehicles financed was 20% lower with a drop of 19% in amount.

During the first quarter of 1954 financing of new vehicles declined 17% in number and 12% in amount compared with the same period last year.

Used Vehicles

The number of used vehicles financed during March 1954 declined 10% while the amount was 12% lower than in March 1953. Used passenger car financing followed very closely the overall declines while commercial vehicle financing was 9% lower in number and 14% less in amount.

During the period from January to March 1954, financing of used vehicles declined 20% in number and 21% in value from the corresponding period in 1953.

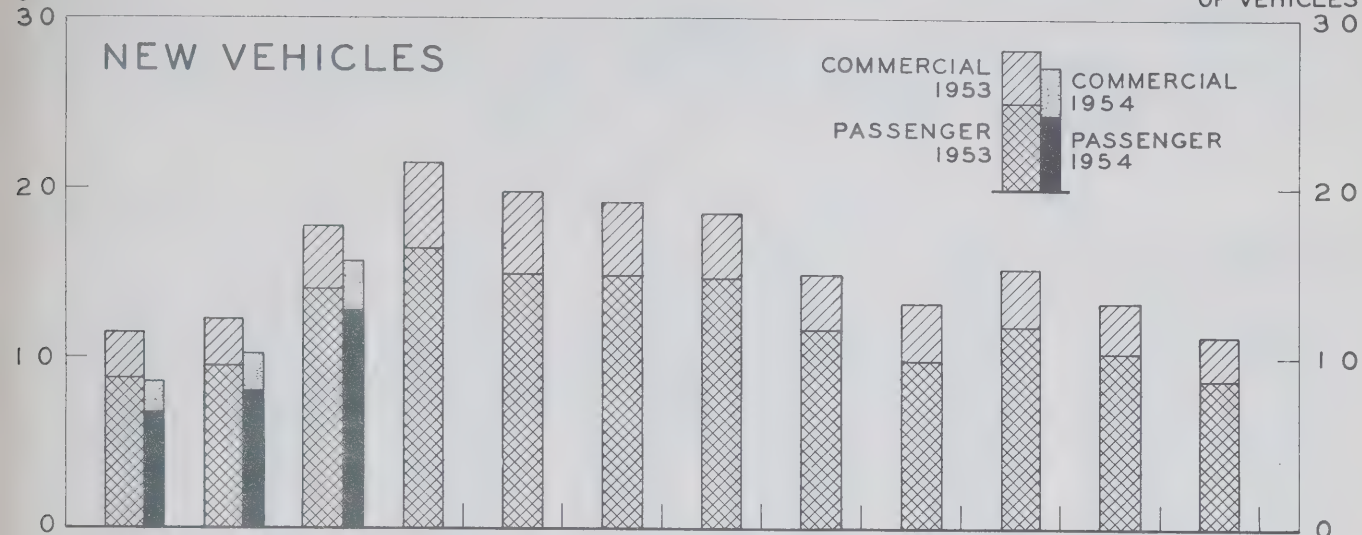
FINANCING OF MOTOR VEHICLE SALES IN CANADA 1953 (REVISED)—1954

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

NEW VEHICLES

COMMERCIAL
1953
COMMERCIAL
1954
PASSENGER
1953
PASSENGER
1954



USED VEHICLES

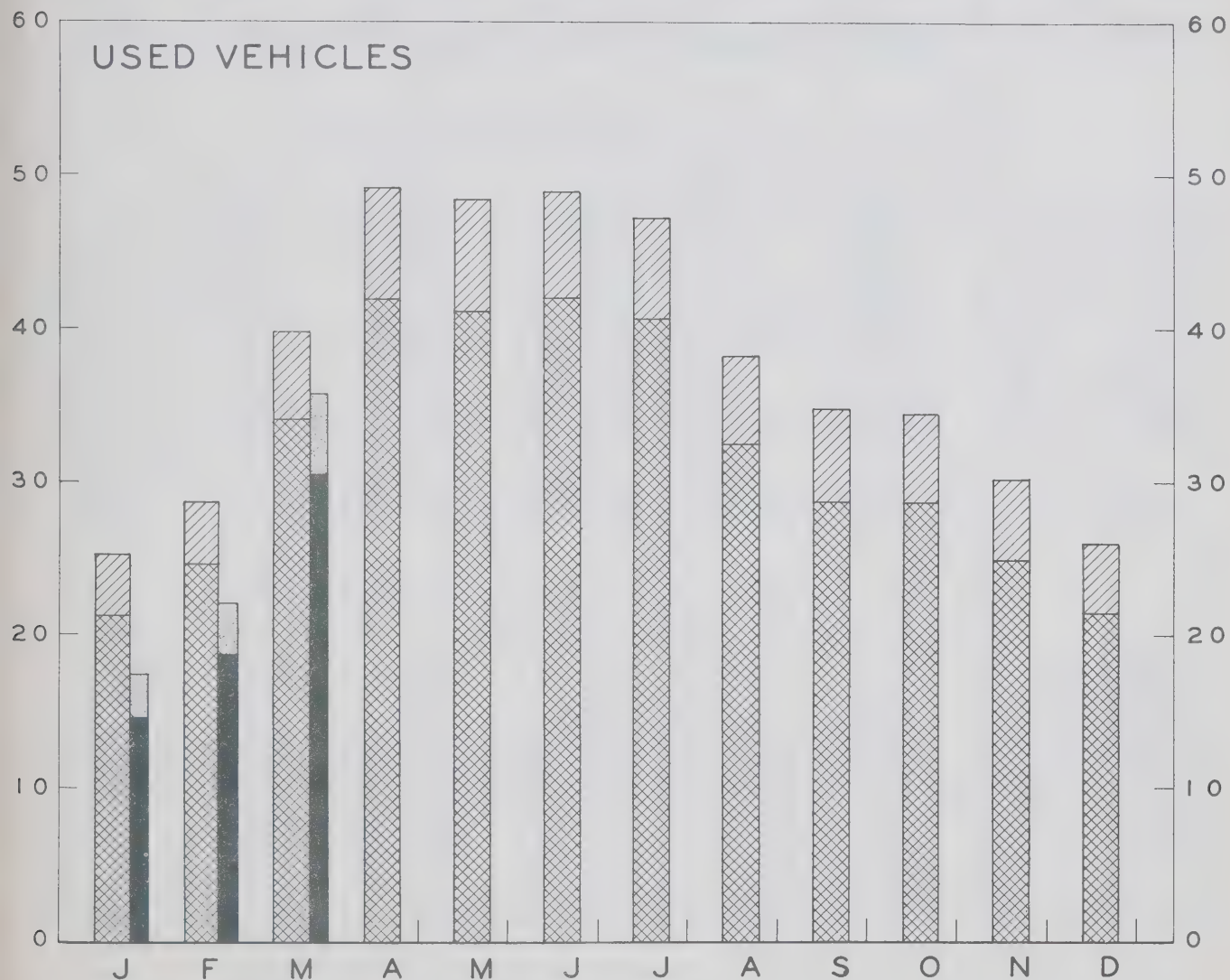


TABLE 1 New Motor Vehicle Sales, by Provinces
March 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	337	291	- 13.6	799	747	- 6.5
Prince Edward Island...	166	90	- 45.8	385	226	- 41.3
Nova Scotia	1,439	1,483	+ 3.1	3,431	3,611	+ 5.2
New Brunswick	1,366	1,079	- 21.0	3,350	2,704	- 19.3
Quebec	8,026	8,994	+ 12.1	20,496	23,926	+ 16.7
Ontario	17,652	13,923	- 21.1	44,520	36,366	- 18.3
Manitoba	2,013	2,105	+ 4.6	5,031	5,410	+ 7.5
Saskatchewan	2,404	2,244	- 6.7	6,034	5,831	- 3.4
Alberta	2,959	2,737	- 7.5	7,627	7,022	- 7.9
British Columbia	3,245	3,476	+ 7.1	7,802	8,688	+ 11.4
Canada	39,607	36,422	- 8.0	99,475	94,531	- 5.0
Commercial Vehicles						
Newfoundland	139	134	- 3.6	293	286	- 2.4
Prince Edward Island...	84	62	- 26.2	174	128	- 26.4
Nova Scotia	376	365	- 2.9	784	752	- 4.1
New Brunswick	398	290	- 27.1	842	719	- 14.6
Quebec	1,692	1,872	+ 10.6	4,293	5,556	+ 29.4
Ontario	4,053	2,781	- 31.4	10,252	7,443	- 27.4
Manitoba	381	390	+ 2.4	978	1,002	+ 2.5
Saskatchewan	1,055	798	- 24.4	2,454	1,882	- 23.3
Alberta	1,522	1,084	- 28.8	3,583	2,684	- 25.1
British Columbia	692	689	- 0.4	1,686	1,804	+ 7.0
Canada	10,392	8,465	- 18.5	25,339	22,256	- 12.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	476	425	- 10.7	1,092	1,033	- 5.4
Prince Edward Island...	250	152	- 39.2	559	354	- 36.7
Nova Scotia	1,815	1,848	+ 1.8	4,215	4,363	+ 3.5
New Brunswick	1,764	1,369	- 22.4	4,192	3,423	- 18.3
Quebec	9,718	10,866	+ 11.8	24,789	29,482	+ 18.9
Ontario	21,705	16,704	- 23.0	54,772	43,809	- 20.0
Manitoba	2,394	2,495	+ 4.2	6,009	6,412	+ 6.7
Saskatchewan	3,459	3,042	- 12.1	8,488	7,713	- 9.1
Alberta	4,481	3,821	- 14.7	11,210	9,706	- 13.4
British Columbia	3,937	4,165	+ 5.8	9,488	10,492	+ 10.6
Canada	49,999	44,887	- 10.2	124,814	116,787	- 6.4

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
March 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,174	1,068	- 9.0	1,923	1,791	- 6.9
Quebec	3,281	3,264	- 0.5	5,898	6,135	+ 4.0
Ontario	5,750	5,005	- 13.0	9,327	9,050	- 3.0
Manitoba	714	578	- 19.0	1,149	1,002	- 12.8
Saskatchewan	669	686	+ 2.5	1,055	1,186	+ 12.4
Alberta	1,319	1,196	- 9.3	2,270	2,180	- 4.0
British Columbia	1,205	966	- 19.8	2,095	1,809	- 13.7
Canada	14,112	12,763	- 9.6	23,717	23,153	- 2.4
Commercial Vehicles						
Atlantic Provinces	396	293	- 26.0	667	495	- 25.8
Quebec	717	719	+ 0.3	1,449	1,483	+ 2.3
Ontario	1,132	910	- 19.6	2,187	1,748	- 20.1
Manitoba	163	128	- 21.5	303	227	- 25.1
Saskatchewan	289	242	- 16.3	554	463	- 16.4
Alberta	657	398	- 39.4	1,504	974	- 35.2
British Columbia	355	259	- 27.0	779	609	- 21.8
Canada	3,709	2,949	- 20.5	7,443	5,999	- 19.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,570	1,361	- 13.3	2,590	2,286	- 11.7
Quebec	3,998	3,983	- 0.4	7,347	7,618	+ 3.7
Ontario	6,882	5,915	- 14.1	11,514	10,798	- 6.2
Manitoba	877	706	- 19.5	1,452	1,229	- 15.4
Saskatchewan	958	928	- 3.1	1,609	1,649	+ 2.5
Alberta	1,976	1,594	- 19.3	3,774	3,154	- 16.4
British Columbia	1,560	1,225	- 21.5	2,874	2,418	- 15.9
Canada	17,821	15,712	- 11.8	31,160	29,152	- 6.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
March 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,209	3,024	- 5.8	2,410	2,316	- 3.9
Quebec	6,156	5,989	- 2.7	5,548	5,493	- 1.0
Ontario	15,207	12,606	- 17.1	12,463	10,270	- 17.6
Manitoba	1,533	1,419	- 7.4	1,343	1,227	- 8.6
Saskatchewan	1,706	1,737	+ 1.8	1,346	1,376	+ 2.2
Alberta	3,172	3,078	- 3.0	2,989	2,579	- 13.7
British Columbia	3,158	2,727	- 13.6	3,053	2,565	- 16.0
Canada	34,141	30,580	- 10.4	29,152	25,826	- 11.4
Commercial Vehicles						
Atlantic Provinces	769	707	- 8.1	543	481	- 11.4
Quebec	993	826	- 16.8	985	766	- 22.2
Ontario	1,814	1,592	- 12.2	1,594	1,270	- 20.3
Manitoba	233	230	- 1.3	211	194	- 8.1
Saskatchewan	415	447	+ 7.7	382	410	+ 7.3
Alberta	892	808	- 9.4	951	764	- 19.7
British Columbia	562	559	- 0.5	623	642	+ 3.0
Canada	5,678	5,169	- 9.0	5,289	4,527	- 14.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,978	3,731	- 6.2	2,953	2,797	- 5.3
Quebec	7,149	6,815	- 4.7	6,533	6,259	- 4.2
Ontario	17,021	14,198	- 16.6	14,057	11,540	- 17.9
Manitoba	1,766	1,649	- 6.6	1,554	1,421	- 8.6
Saskatchewan	2,121	2,184	+ 3.0	1,728	1,786	+ 3.4
Alberta	4,064	3,886	- 4.4	3,940	3,343	- 15.2
British Columbia	3,720	3,286	- 11.7	3,676	3,207	- 12.8
Canada	39,819	35,749	- 10.2	34,441	30,353	- 11.9

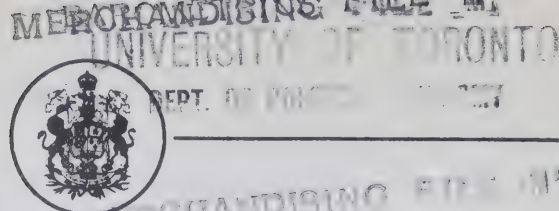
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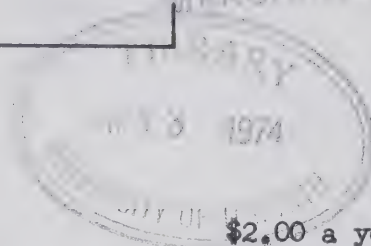
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OTTAWA - CANADA

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Statistics Canada



Vol. 26 - No. 4

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL 1954

New Motor Vehicle Sales

Sales of new motor vehicles continued to decline during April 1954. New vehicles sold numbered 47,204 and were valued at \$121,653,000, a drop of 16% in number and 13% in value from April last year. Passenger car sales declined 10% in number and 8% in value. Substantial drops of 37% in number and 32% in retail value were reported for sales of commercial vehicles.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division

6505-506
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Sales of Buses, April 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	-	-	-	-
Quebec	15	18	235	434
Ontario	5	10	75	247
Manitoba	3	2	47	42
Saskatchewan	-	3	-	79
Alberta	-	-	-	-
British Columbia	-	1	-	3
Canada	23	34	357	805

Financing of Motor Vehicle SalesNew Vehicles

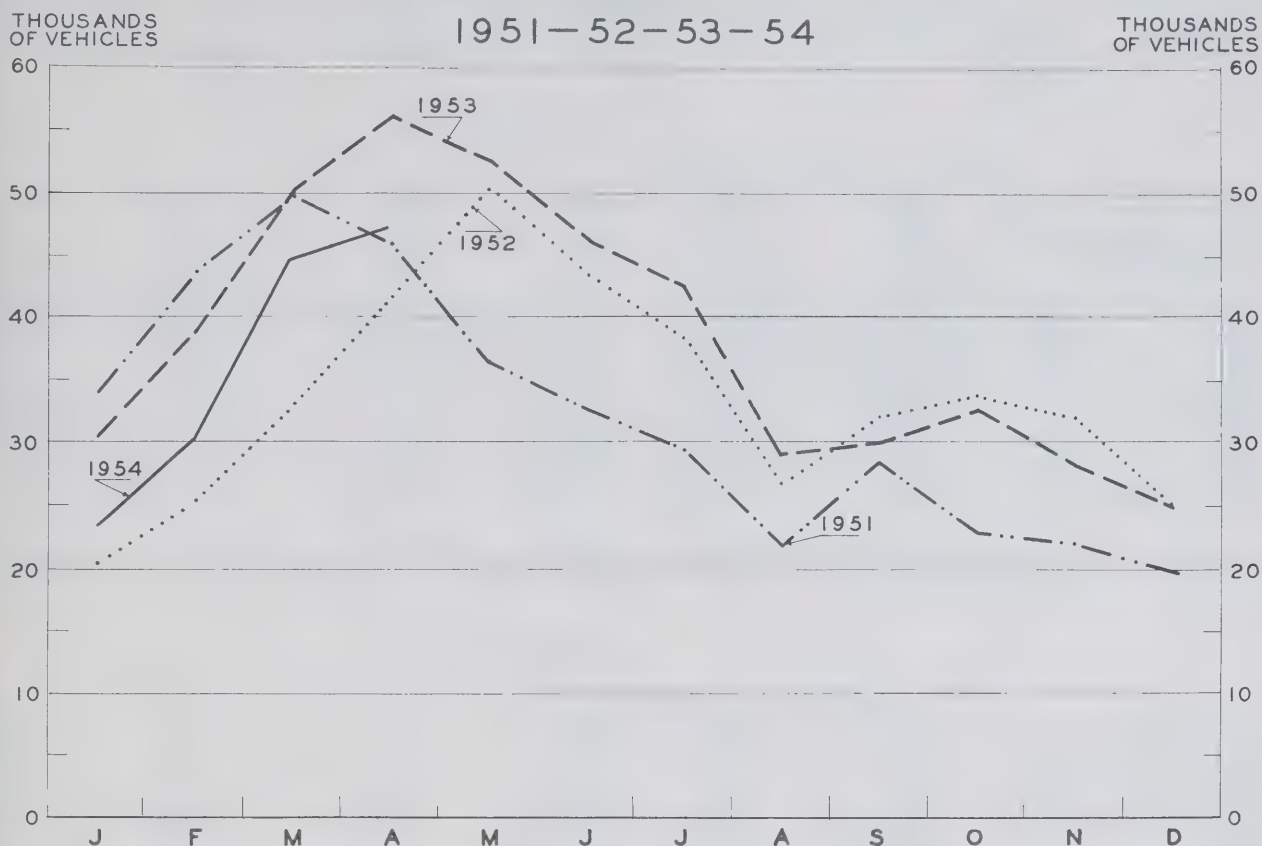
There were 16,925 new vehicles financed to the extent of \$31,247,000 in April 1954, down 21% in number and 18% in amount from April last year. Financing of passenger cars declined 17% in number and 11% in amount while commercial vehicle financing was 38% lower in number and 37% less in amount.

Used Vehicles

During April 1954 financing of used motor vehicles declined 20% in number and 22% in amount compared with April 1953. Used Passenger car financing dropped 20% in number and 21% in amount while financing of commercial vehicles was 22% lower in number and 27% less in amount.

NEW MOTOR VEHICLE SALES

1951-52-53-54



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

APRIL

JAN. TO APR.

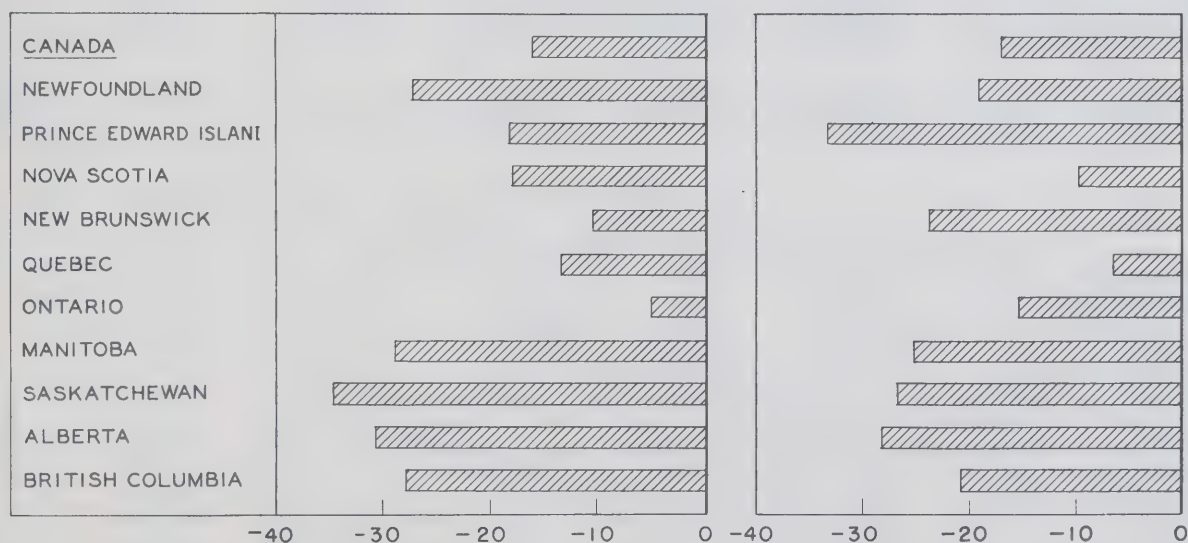


TABLE 1 New Motor Vehicle Sales, by Provinces
April 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	511	407	- 20.4	1,203	988	- 17.9
Prince Edward Island...	186	185	- 0.5	451	457	+ 1.3
Nova Scotia	1,582	1,367	- 13.6	3,928	3,422	- 12.9
New Brunswick	1,124	1,105	- 1.7	2,803	2,701	- 3.6
Quebec	9,826	9,342	- 4.9	25,689	24,684	- 3.9
Ontario	17,406	17,091	- 1.8	43,610	43,658	+ 0.1
Manitoba	2,497	1,999	- 19.9	6,166	5,148	- 16.5
Saskatchewan	2,837	2,200	- 22.5	7,265	5,753	- 20.8
Alberta	3,614	2,573	- 28.8	9,208	6,722	- 27.0
British Columbia	3,936	2,879	- 26.9	9,525	7,133	- 25.1
Canada	43,519	39,148	- 10.0	109,848	100,666	- 8.4
Commercial Vehicles						
Newfoundland	269	162	- 39.8	566	354	- 37.5
Prince Edward Island...	109	56	- 48.6	219	124	- 43.4
Nova Scotia	479	324	- 32.4	990	689	- 30.4
New Brunswick	400	263	- 34.2	855	572	- 33.1
Quebec	2,895	1,703	- 41.2	7,107	4,833	- 32.0
Ontario	3,309	2,591	- 21.7	8,506	7,005	- 17.6
Manitoba	1,019	502	- 50.7	2,342	1,220	- 47.9
Saskatchewan	1,659	741	- 55.3	3,801	1,805	- 52.5
Alberta	1,727	1,130	- 34.6	4,204	2,762	- 34.3
British Columbia	876	584	- 33.3	2,236	1,623	- 27.4
Canada	12,742	8,056	- 36.8	30,826	20,987	- 31.9
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	780	569	- 27.1	1,769	1,342	- 24.1
Prince Edward Island...	295	241	- 18.3	670	581	- 13.3
Nova Scotia	2,061	1,691	- 18.0	4,918	4,111	- 16.4
New Brunswick	1,524	1,368	- 10.2	3,658	3,273	- 10.5
Quebec	12,721	11,045	- 13.2	32,796	29,517	- 10.0
Ontario	20,715	19,682	- 5.0	52,116	50,663	- 2.8
Manitoba	3,516	2,501	- 28.9	8,505	6,368	- 25.1
Saskatchewan	4,496	2,941	- 34.6	11,066	7,558	- 31.7
Alberta	5,341	3,703	- 30.7	13,412	9,484	- 29.3
British Columbia	4,812	3,463	- 28.0	11,761	8,756	- 25.6
Canada	56,261	47,204	- 16.1	140,674	121,653	- 13.5

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
April 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,451	1,261	- 13.1	2,390	2,154	- 9.9
Quebec	4,203	3,902	- 7.2	7,644	7,508	- 1.8
Ontario	6,060	5,332	- 12.0	9,871	9,213	- 6.7
Manitoba	832	566	- 32.0	1,340	999	- 25.4
Saskatchewan	870	707	- 18.7	1,414	1,234	- 12.7
Alberta	1,649	1,153	- 30.1	2,881	2,085	- 27.6
British Columbia	1,460	866	- 40.7	2,253	1,642	- 27.1
Canada	16,525	13,787	- 16.6	27,793	24,835	- 10.6
Commercial Vehicles						
Atlantic Provinces	584	353	- 39.6	1,027	653	- 36.4
Quebec	1,145	818	- 28.6	2,309	1,759	- 23.8
Ontario	1,477	872	- 41.0	2,815	1,571	- 44.2
Manitoba	229	140	- 38.9	363	265	- 27.0
Saskatchewan	409	260	- 36.4	991	547	- 44.8
Alberta	851	429	- 49.6	1,914	1,027	- 46.3
British Columbia	347	266	- 23.3	792	590	- 25.5
Canada	5,042	3,138	- 37.8	10,211	6,412	- 37.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,035	1,614	- 20.7	3,417	2,807	- 17.9
Quebec	5,348	4,720	- 11.7	9,953	9,267	- 6.9
Ontario	7,537	6,204	- 17.7	12,686	10,784	- 15.0
Manitoba	1,061	706	- 33.5	1,703	1,264	- 25.8
Saskatchewan	1,279	967	- 24.4	2,405	1,781	- 25.9
Alberta	2,500	1,582	- 36.7	4,795	3,112	- 35.1
British Columbia	1,807	1,132	- 37.4	3,045	2,232	- 26.7
Canada	21,567	16,925	- 21.5	38,004	31,247	- 17.8

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
April 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	4,000	3,430	- 14.2	3,022	2,648	- 12.4
Quebec	8,414	7,196	- 14.5	7,597	6,458	- 15.0
Ontario	17,633	14,015	- 20.5	14,715	11,494	- 21.9
Manitoba	2,143	1,487	- 30.6	1,786	1,290	- 27.8
Saskatchewan	2,311	1,952	- 15.5	1,810	1,539	- 15.0
Alberta	4,043	2,878	- 28.8	3,592	2,378	- 33.8
British Columbia	3,381	2,727	- 19.3	3,134	2,495	- 20.4
Canada	41,925	33,685	- 19.7	35,656	28,302	- 20.6
Commercial Vehicles						
Atlantic Provinces	1,011	783	- 22.6	761	528	- 30.6
Quebec	1,400	1,162	- 17.0	1,417	990	- 30.1
Ontario	2,169	1,678	- 22.6	1,787	1,302	- 27.1
Manitoba	339	273	- 19.5	302	201	- 33.4
Saskatchewan	658	470	- 28.6	588	371	- 36.9
Alberta	1,135	796	- 29.9	1,116	795	- 28.8
British Columbia	574	539	- 6.1	599	582	- 2.8
Canada	7,286	5,701	- 21.8	6,570	4,769	- 27.4
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,011	4,213	- 15.9	3,783	3,176	- 16.0
Quebec	9,814	8,358	- 14.8	9,014	7,448	- 17.4
Ontario	19,802	15,693	- 20.8	16,502	12,796	- 22.5
Manitoba	2,482	1,760	- 29.1	2,088	1,491	- 28.4
Saskatchewan	2,969	2,422	- 18.4	2,398	1,910	- 20.4
Alberta	5,178	3,674	- 29.0	4,708	3,173	- 32.6
British Columbia	3,955	3,266	- 17.4	3,733	3,077	- 17.6
Canada	49,211	39,386	- 20.0	42,226	33,071	- 21.7

(1) Revised

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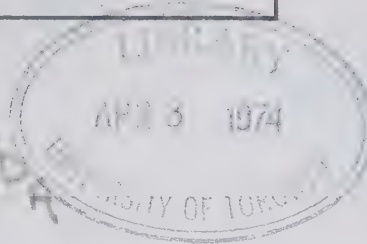
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UNIVERSITY OF TORONTO



Vol. 26 - No. 5

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCINGMAY 1954New Motor Vehicle Sales

The slump in new motor vehicle sales continued into May, 1954, when 44,007 vehicles were retailed for \$113,350,000, a drop of 17% in number and 15% in value from sales in May last year. Passenger car sales declined 12% in number and 10% in retail value. Commercial vehicle sales continued to register substantial drops, being 34% lower in number and 32% less in value than in May last year.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division

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2.

Sales of Buses, May 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	6	-	74	-
Quebec	6	7	109	113
Ontario	14	1	279	11
Manitoba	5	2	86	39
Saskatchewan	-	7	-	202
Alberta	-	9	-	164
British Columbia	-	1	-	3
Canada	31	27	548	532

Financing of Motor Vehicle SalesNew Vehicles

Financing of new vehicle sales continued downward in May, 1954. The 16,978 vehicles financed to the extent of \$32,329,000 represented a drop of 14% in number and 12% in amount from the 19,844 new vehicles financed for \$36,735,000 in May last year. Passenger car financing declined 7% in number and 1% in amount while financing of commercial vehicles was 38% lower in both number and amount.

Used Vehicles

Used vehicle financing followed much the same pattern as that for new vehicles, dropping 15% in number and 18% in amount compared with May, 1953. Financing of sales of used passenger cars declined 15% in number and 16% in amount, while financing of used commercial vehicles was down 18% in number and 25% in amount.

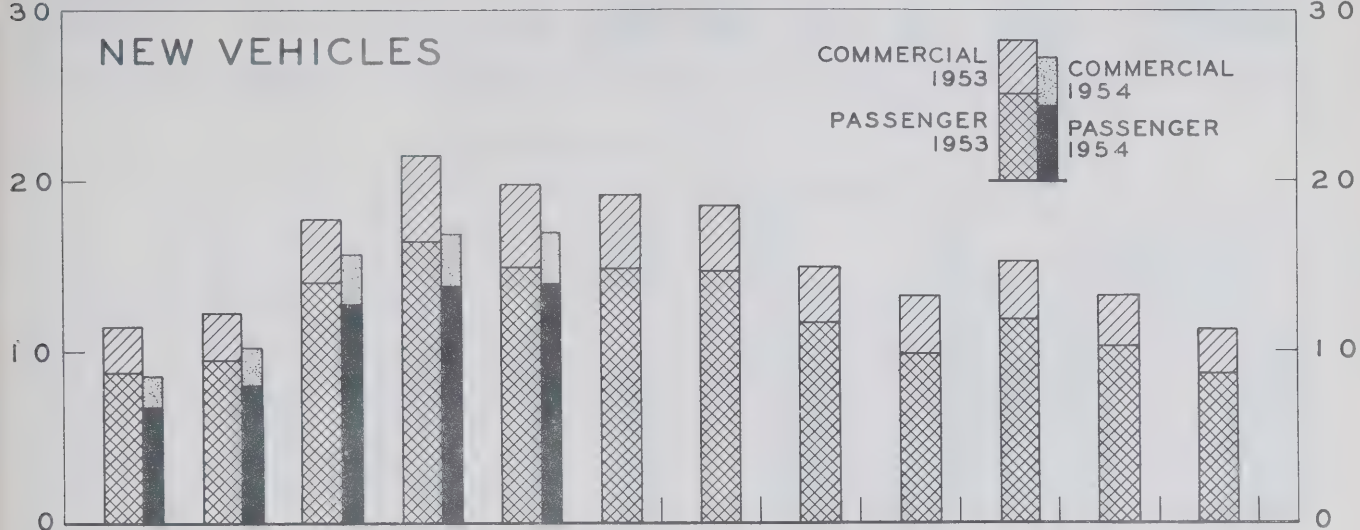
FINANCING OF MOTOR VEHICLE SALES IN CANADA 1953 (REVISED)—1954

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

NEW VEHICLES

COMMERCIAL
1953
COMMERCIAL
1954
PASSENGER
1953
PASSENGER
1954



USED VEHICLES

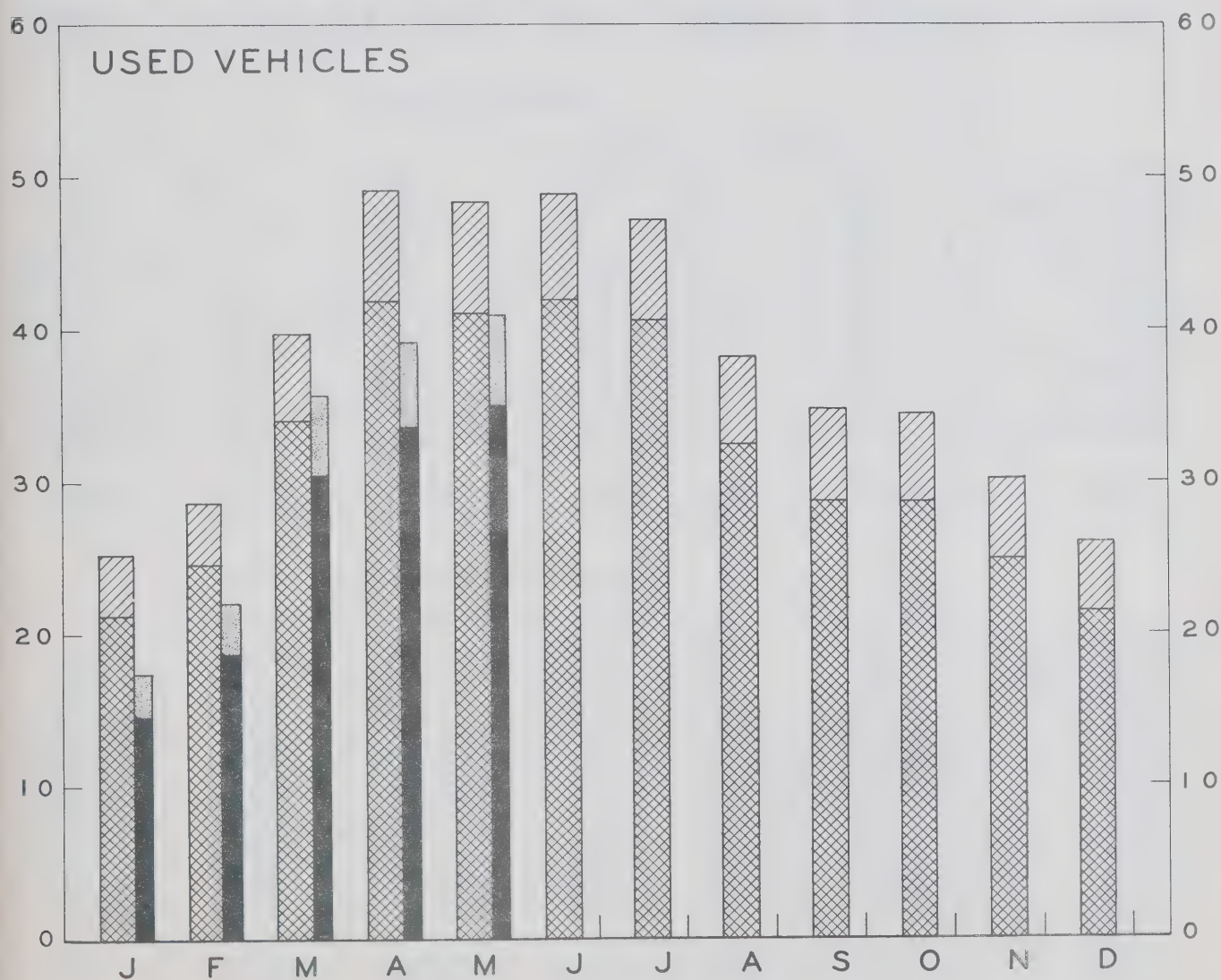


TABLE 1 New Motor Vehicle Sales, by Provinces
May 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	505	401	- 20.6	1,174	938	- 20.1
Prince Edward Island...	194	139	- 28.4	469	343	- 26.9
Nova Scotia	1,136	1,692	+ 48.9	2,835	4,144	+ 46.2
New Brunswick	1,232	883	- 28.3	3,027	2,190	- 27.7
Quebec	8,428	7,424	- 11.9	21,971	19,869	- 9.6
Ontario	17,784	16,914	- 4.9	45,019	43,392	- 3.6
Manitoba	2,200	1,771	- 19.5	5,422	4,517	- 16.7
Saskatchewan	2,766	1,906	- 31.1	7,270	5,072	- 30.2
Alberta	3,222	2,286	- 29.1	8,079	6,039	- 25.3
British Columbia	3,316	2,580	- 22.2	8,029	6,465	- 19.5
Canada	40,783	35,996	- 11.7	103,295	92,969	- 10.0
Commercial Vehicles						
Newfoundland	215	154	- 28.4	464	348	- 25.0
Prince Edward Island...	89	62	- 30.3	182	124	- 31.9
Nova Scotia	492	462	- 6.1	1,096	959	- 12.5
New Brunswick	447	292	- 34.7	980	666	- 32.0
Quebec	2,218	1,513	- 31.8	5,745	4,118	- 28.3
Ontario	4,584	2,708	- 40.9	11,210	6,914	- 38.3
Manitoba	672	414	- 38.4	1,663	1,039	- 37.5
Saskatchewan	1,377	807	- 41.4	3,235	2,082	- 35.6
Alberta	1,371	893	- 34.9	3,398	2,264	- 33.4
British Columbia	730	706	- 3.3	2,034	1,867	- 8.2
Canada	12,195	8,011	- 34.3	30,007	20,381	- 32.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	720	555	- 22.9	1,638	1,286	- 21.5
Prince Edward Island...	283	201	- 29.0	651	467	- 28.3
Nova Scotia	1,628	2,154	+ 32.3	3,931	5,103	+ 29.8
New Brunswick	1,679	1,175	- 30.0	4,007	2,856	- 28.7
Quebec	10,646	8,937	- 16.1	27,716	23,987	- 13.5
Ontario	22,368	19,622	- 12.3	56,229	50,306	- 10.5
Manitoba	2,872	2,185	- 23.9	7,085	5,556	- 21.6
Saskatchewan	4,143	2,713	- 34.5	10,505	7,154	- 31.9
Alberta	4,593	3,179	- 30.8	11,477	8,303	- 27.7
British Columbia	4,046	3,286	- 18.8	10,063	8,332	- 17.2
Canada	52,978	44,007	- 16.9	133,302	113,350	- 15.0

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
May 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,332	1,262	- 5.3	2,254	2,227	- 1.2
Quebec	3,771	3,513	- 6.8	7,046	6,837	- 3.0
Ontario	5,643	6,234	+ 10.5	9,332	11,052	+ 18.4
Manitoba	808	568	- 29.7	1,332	982	- 26.3
Saskatchewan	804	593	- 26.2	1,344	1,052	- 21.7
Alberta	1,472	1,010	- 31.4	2,554	1,878	- 26.5
British Columbia	1,148	793	- 30.9	2,016	1,550	- 23.1
Canada	14,978	13,973	- 6.7	25,878	25,578	- 1.2
Commercial Vehicles						
Atlantic Provinces	543	412	- 24.1	993	828	- 16.6
Quebec	1,081	720	- 33.4	2,700	1,597	- 40.9
Ontario	1,382	892	- 35.5	2,813	1,803	- 35.9
Manitoba	270	117	- 56.7	564	250	- 55.7
Saskatchewan	468	218	- 53.4	981	529	- 46.1
Alberta	811	413	- 49.1	2,106	1,077	- 48.9
British Columbia	311	233	- 25.1	700	667	- 4.7
Canada	4,866	3,005	- 38.2	10,857	6,751	- 37.8
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,875	1,674	- 10.7	3,247	3,055	- 5.9
Quebec	4,852	4,233	- 12.8	9,746	8,434	- 13.5
Ontario	7,025	7,126	+ 1.4	12,145	12,855	+ 5.8
Manitoba	1,078	685	- 36.5	1,896	1,232	- 35.0
Saskatchewan	1,272	811	- 36.2	2,325	1,581	- 32.0
Alberta	2,283	1,423	- 37.7	4,660	2,955	- 36.6
British Columbia	1,459	1,026	- 29.7	2,716	2,217	- 18.4
Canada	19,844	16,978	- 14.4	36,735	32,329	- 12.0

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
May 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,806	3,690	- 3.0	2,950	2,864	- 2.9
Quebec	7,898	7,454	- 5.6	7,184	6,728	- 6.3
Ontario	18,130	15,122	- 16.6	15,121	12,440	- 17.7
Manitoba	2,225	1,487	- 33.2	1,885	1,212	- 35.7
Saskatchewan	2,160	1,882	- 12.9	1,712	1,506	- 12.0
Alberta	3,597	2,796	- 22.3	3,161	2,361	- 25.3
British Columbia	3,356	2,698	- 19.6	3,194	2,299	- 28.0
Canada	41,172	35,129	- 14.7	35,207	29,410	- 16.5
Commercial Vehicles						
Atlantic Provinces	985	852	- 13.5	790	631	- 20.1
Quebec	1,500	1,149	- 23.4	1,475	1,033	- 30.0
Ontario	2,188	1,951	- 10.8	1,930	1,575	- 18.4
Manitoba	360	244	- 32.2	311	217	- 30.2
Saskatchewan	667	473	- 29.1	612	366	- 40.2
Alberta	1,025	794	- 22.5	1,137	794	- 30.2
British Columbia	546	470	- 13.9	586	484	- 17.4
Canada	7,271	5,933	- 18.4	6,841	5,100	- 25.4
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,791	4,542	- 5.2	3,740	3,495	- 6.6
Quebec	9,398	8,603	- 8.5	8,659	7,761	- 10.4
Ontario	20,318	17,073	- 16.0	17,051	14,015	- 17.8
Manitoba	2,585	1,731	- 33.0	2,196	1,429	- 34.9
Saskatchewan	2,827	2,355	- 16.7	2,324	1,872	- 19.4
Alberta	4,622	3,590	- 22.3	4,298	3,155	- 26.6
British Columbia	3,902	3,168	- 18.8	3,780	2,783	- 26.4
Canada	48,443	41,062	- 15.2	42,048	34,510	- 17.9

63-007

MERCHANDISING FILE #

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1954

New Motor Vehicle Sales

Sales of new motor vehicles in June, 1954, continued on the downward trend evidenced in recent months. There were 38,644 units sold for \$100,118,000, which represented decreases of 17% and 15% in number and amount respectively from June, 1953. Commercial vehicle sales declined more from last year than did passenger cars, with a drop of 28% in number of units and 26% in dollar sales.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

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Sales of Buses, June, 1953 and 1954

Province	Number of Units		Retail Value	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000
Atlantic Provinces	-	6	-	35
Quebec	11	8	155	152
Ontario	12	3	294	9
Manitoba	3	4	50	75
Saskatchewan	-	1	-	29
Alberta	3	1	58	3
British Columbia	3	2	48	68
Canada	32	25	605	371

Financing of Motor Vehicle SalesNew Vehicles

The financing of motor vehicle sales by sales finance companies continued the downward trend set by the sales of vehicles. During June the number financed decreased 14% from June, 1953, and the amount of financing was 11% lower. Commercial vehicle financing dropped to a far greater extent than did passenger car financing with declines of 36% in number and 34% in amount.

Used Vehicles

Financing of used vehicles continued downward at approximately the same rate as new vehicles, but the commercial vehicle content was of the same rate of decline as used passenger car financing. Both types of vehicles showed approximately 12% decline in number and 14% in amount of financing.

Note:

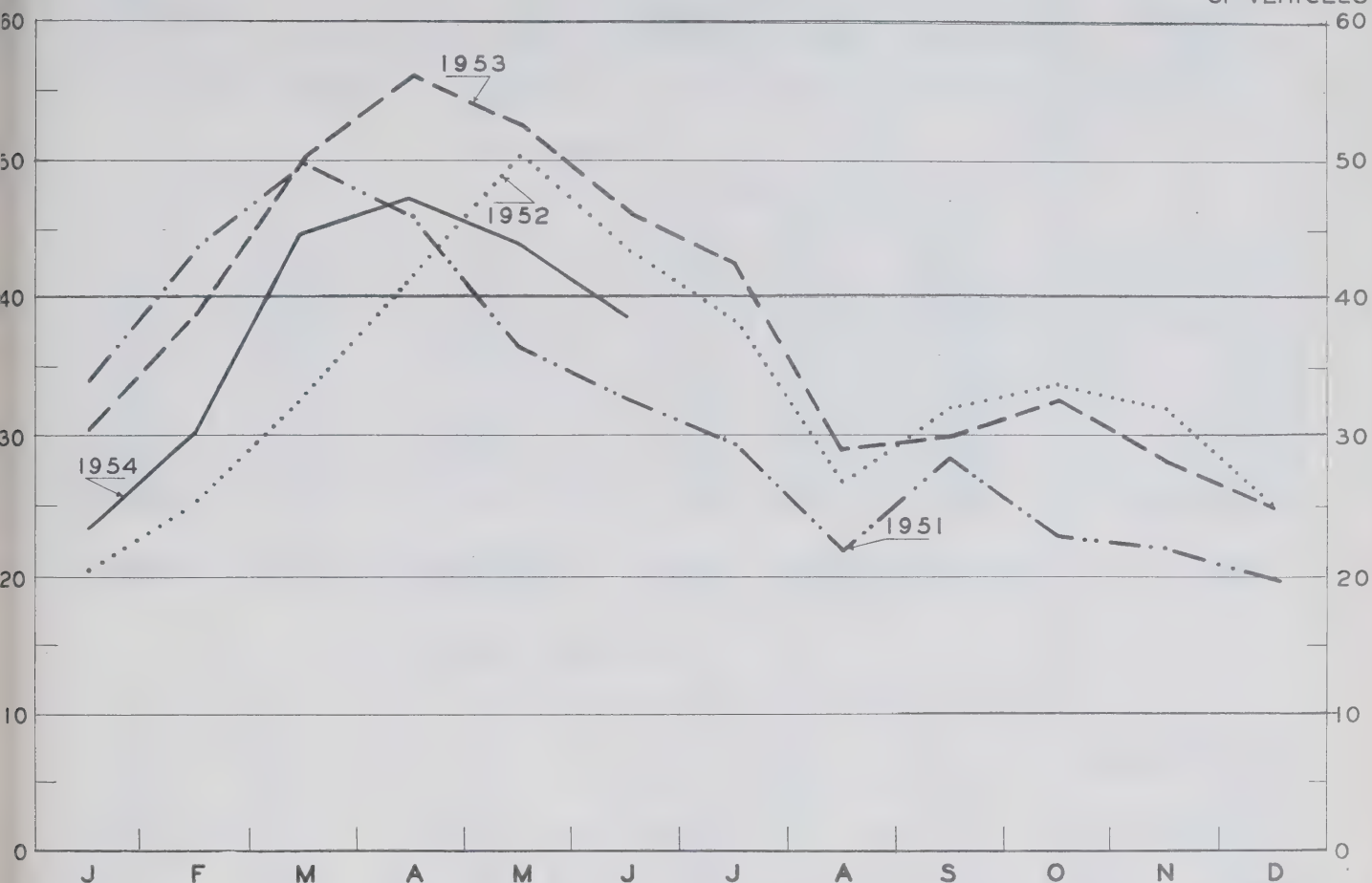
The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

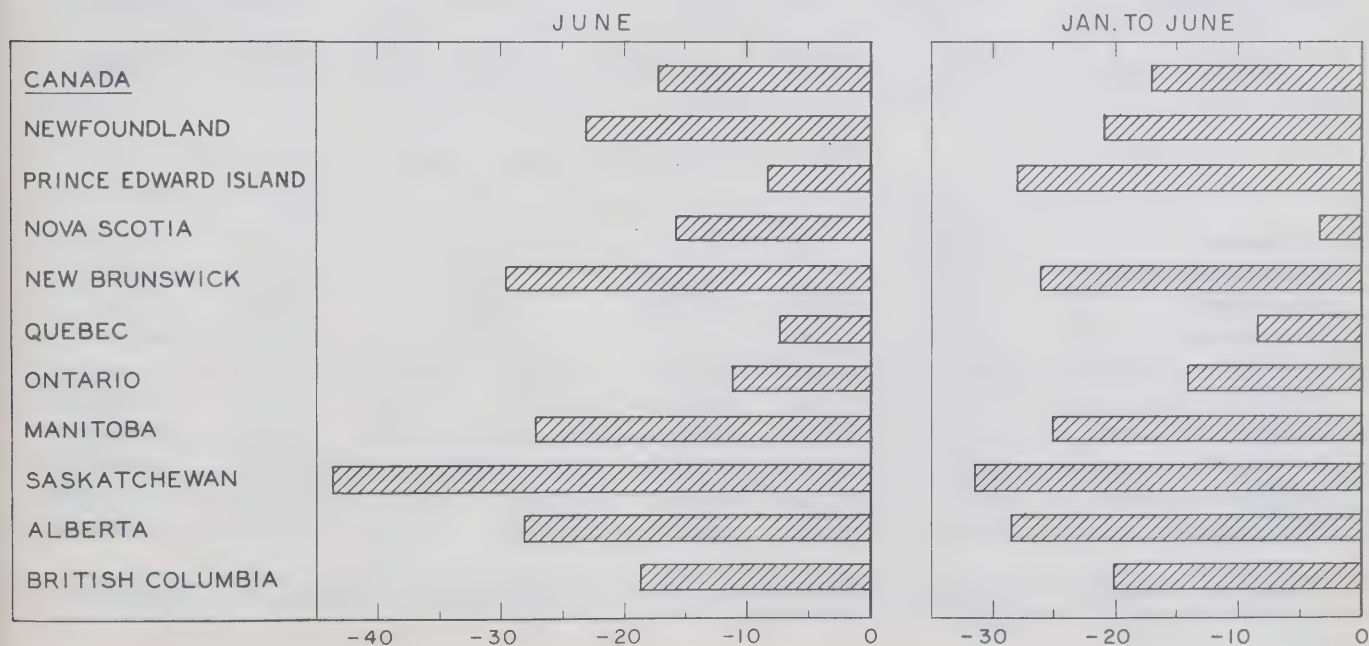


TABLE 1 New Motor Vehicle Sales, by Provinces
June 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	642	492	-23.4	1,494	1,148	-23.2
Prince Edward Island...	140	126	-10.0	336	304	- 9.5
Nova Scotia	1,185	1,066	-10.0	2,908	2,581	-11.2
New Brunswick	1,269	880	-30.7	3,153	2,213	-29.8
Quebec	6,976	6,676	- 4.3	17,831	17,672	- 0.9
Ontario	16,100	14,508	- 9.9	40,773	37,737	- 7.4
Manitoba	2,012	1,516	-24.7	5,013	3,823	-23.7
Saskatchewan	2,744	1,655	-39.7	7,110	4,269	-40.0
Alberta	3,070	2,343	-23.7	7,726	6,083	-21.3
British Columbia	3,089	2,546	-17.6	7,492	6,393	-14.7
Canada	37,227	31,808	-14.6	93,836	82,223	-12.4
Commercial Vehicles						
Newfoundland	193	150	-22.3	413	341	-17.4
Prince Edward Island...	90	85	- 5.6	190	182	- 4.2
Nova Scotia	413	280	-32.2	903	625	-30.9.
New Brunswick	278	209	-24.8	667	477	-28.5
Quebec	1,579	1,251	-20.8	4,318	3,417	-20.9
Ontario	3,115	2,556	-17.9	8,350	6,790	-18.7
Manitoba	556	355	-36.2	1,456	954	-34.5
Saskatchewan	1,118	518	-53.7	2,570	1,339	-47.9
Alberta	1,307	806	-38.3	3,251	2,156	-33.7
British Columbia	815	626	-23.2	2,051	1,614	-21.3
Canada	9,464	6,836	-27.8	24,169	17,895	-26.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	835	642	-23.1	1,907	1,489	-21.9
Prince Edward Island...	230	211	- 8.3	526	486	- 7.6
Nova Scotia	1,598	1,346	-15.8	3,811	3,206	-15.9
New Brunswick	1,547	1,089	-29.6	3,820	2,690	-29.6
Quebec	8,555	7,927	- 7.3	22,149	21,089	- 4.8
Ontario	19,215	17,064	-11.2	49,123	44,527	- 9.4
Manitoba	2,568	1,871	-27.1	6,469	4,777	-26.2
Saskatchewan	3,862	2,173	-43.7	9,680	5,608	-42.1
Alberta	4,377	3,149	-28.1	10,977	8,239	-24.9
British Columbia	3,904	3,172	-18.7	9,543	8,007	-16.1
Canada	46,691	38,644	-17.2	118,005	100,118	-15.2

(I) Revised.

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
June 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,283	1,275	- 0.6	2,207	2,252	+ 2.0
Quebec	3,401	3,247	- 4.5	6,450	6,365	- 1.3
Ontario	5,841	6,161	+ 5.5	9,811	11,102	+ 13.2
Manitoba	780	568	- 27.2	1,337	1,028	- 23.1
Saskatchewan	841	593	- 29.5	1,432	1,072	- 25.1
Alberta	1,568	1,024	- 34.7	2,781	1,890	- 32.0
British Columbia	1,206	932	- 22.7	2,162	1,790	- 17.2
Canada	14,920	13,800	- 7.5	26,180	25,499	- 2.6
Commercial Vehicles						
Atlantic Provinces	475	358	- 24.6	846	695	- 17.8
Quebec	797	624	- 21.7	1,808	1,395	- 22.8
Ontario	1,341	833	- 37.9	2,781	1,597	- 42.6
Manitoba	224	127	- 43.3	401	265	- 33.9
Saskatchewan	383	192	- 49.9	808	466	- 42.3
Alberta	739	392	- 47.0	1,725	1,067	- 38.1
British Columbia	359	233	- 35.1	883	611	- 30.8
Canada	4,318	2,759	- 36.1	9,252	6,096	- 34.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,758	1,633	- 7.1	3,053	2,947	- 3.5
Quebec	4,198	3,871	- 7.8	8,258	7,760	- 6.0
Ontario	7,182	6,994	- 2.6	12,592	12,699	+ 0.8
Manitoba	1,004	695	- 30.8	1,738	1,293	- 25.6
Saskatchewan	1,224	785	- 35.9	2,240	1,538	- 31.3
Alberta	2,307	1,416	- 38.6	4,506	2,957	- 34.4
British Columbia	1,565	1,165	- 25.6	3,045	2,401	- 21.1
Canada	19,238	16,559	- 13.9	35,432	31,595	- 10.8

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
June 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change 1954/1953	1953 (1)	1954	% Change 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,721	4,004	+ 7.6	2,824	3,046	+ 7.9
Quebec	7,487	7,286	- 2.7	6,694	6,465	- 3.4
Ontario	18,924	16,071	- 15.1	15,322	13,017	- 15.0
Manitoba	2,123	1,492	- 29.7	1,773	1,209	- 31.8
Saskatchewan	2,302	2,002	- 13.0	1,815	1,548	- 14.7
Alberta	3,996	3,006	- 24.8	3,555	2,468	- 30.6
British Columbia	3,480	2,891	- 16.9	3,327	2,619	- 21.3
Canada	42,033	36,752	- 12.6	35,310	30,372	- 14.0
Commercial Vehicles						
Atlantic Provinces	978	907	- 7.3	726	637	- 12.3
Quebec	1,257	1,184	- 5.8	1,173	1,054	- 10.1
Ontario	2,220	1,980	- 10.8	1,977	1,674	- 15.3
Manitoba	331	257	- 22.4	296	271	- 8.4
Saskatchewan	538	424	- 21.2	471	381	- 19.1
Alberta	984	813	- 17.4	1,020	944	- 7.5
British Columbia	603	518	- 14.1	763	528	- 30.8
Canada	6,911	6,083	- 12.0	6,426	5,489	- 14.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,699	4,911	+ 4.5	3,550	3,683	+ 3.7
Quebec	8,744	8,470	- 3.1	7,867	7,519	- 4.4
Ontario	21,144	18,051	- 14.6	17,299	14,691	- 15.1
Manitoba	2,454	1,749	- 28.7	2,069	1,480	- 28.5
Saskatchewan	2,840	2,426	- 14.6	2,286	1,929	- 15.6
Alberta	4,980	3,819	- 23.3	4,575	3,412	- 25.4
British Columbia	4,083	3,409	- 16.5	4,090	3,147	- 23.1
Canada	48,944	42,835	- 12.5	41,736	35,861	- 14.1

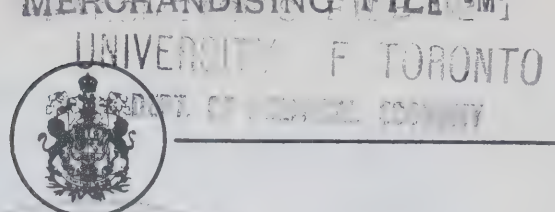
(I) Revised.

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1954

New Motor Vehicle Sales

The downward trend in sales of new motor vehicles was accentuated in July, 1954, for both passenger cars and commercial vehicles. There were 33,677 units sold for \$85,797,000, which represented decreases of 21% and nearly 20% respectively from July 1953. Commercial vehicle sales declined by 30% in number of units and 31% in dollar sales while the similar declines were 19% and nearly 17% respectively for passenger cars.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506
2-9-54

Sales of Buses, July, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$'000	<u>1954</u> \$'000
Atlantic Provinces	9	7	27	44
Quebec	8	5	83	57
Ontario	15	2	285	7
Manitoba	3	5	51	72
Saskatchewan	1	4	3	37
Alberta	5	5	96	67
British Columbia	5	2	39	12
Canada	46	30	584	296

Financing of Motor Vehicle SalesNew Vehicles

The financing of motor vehicle sales by sales finance companies followed the downward trend of sales but the reduction in the amount of financing lagged behind the reduction in the number of vehicles. During July the number financed decreased 18% from July 1953, and the amount of financing was 13% lower. Passenger car financing dropped 13% in number and 7% in amount of financing while the corresponding declines for commercial vehicles were nearly 38% and 33% respectively.

Used Vehicles

The financing of used vehicles continued downward at the rate of 12% in number and 14% in amount of financing. Passenger cars were down approximately 12% in both number and amount of financing while commercial vehicles showed reductions of 18% in number and 23% in amount of financing.

Note:

The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1953 (REVISED)—1954

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

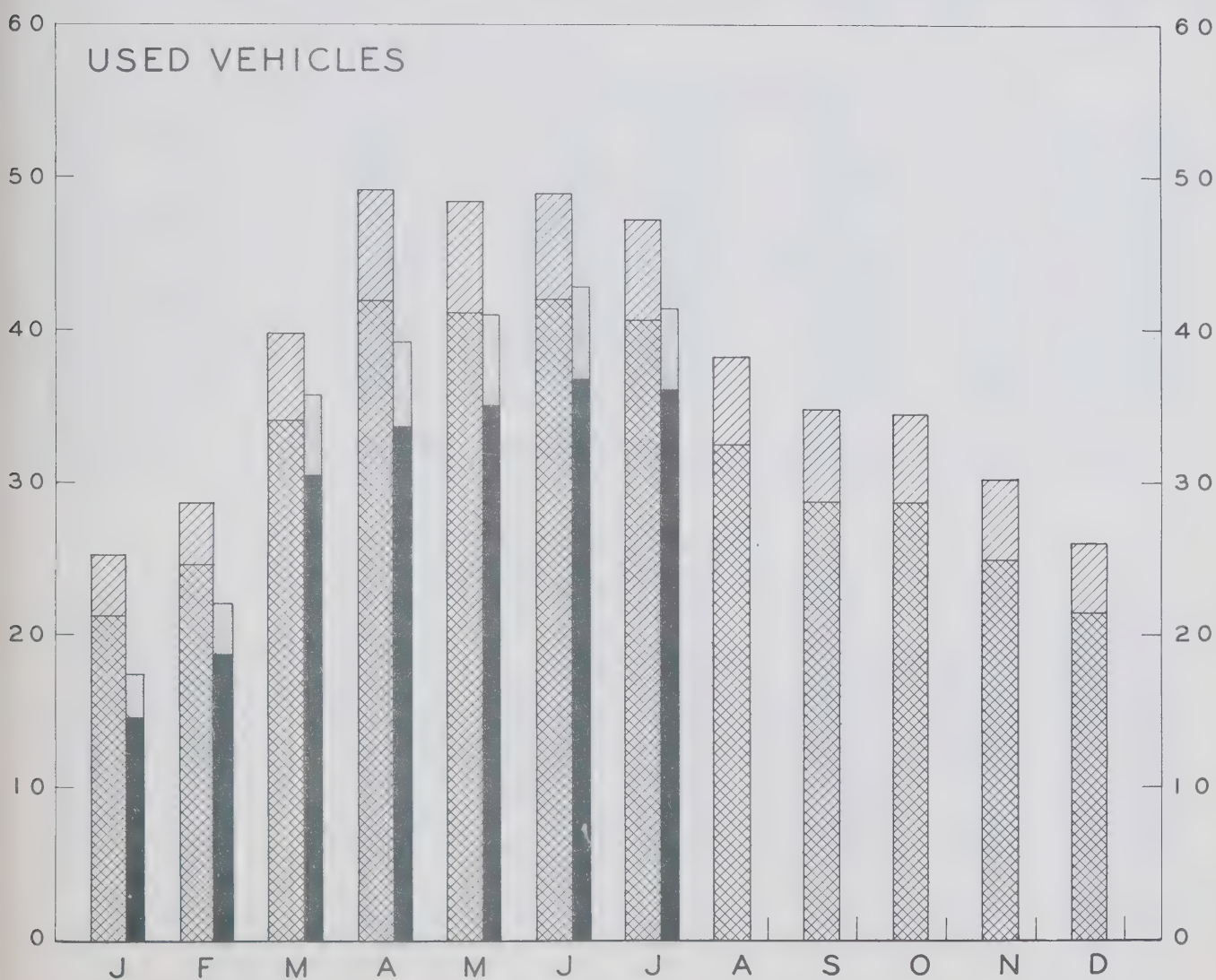
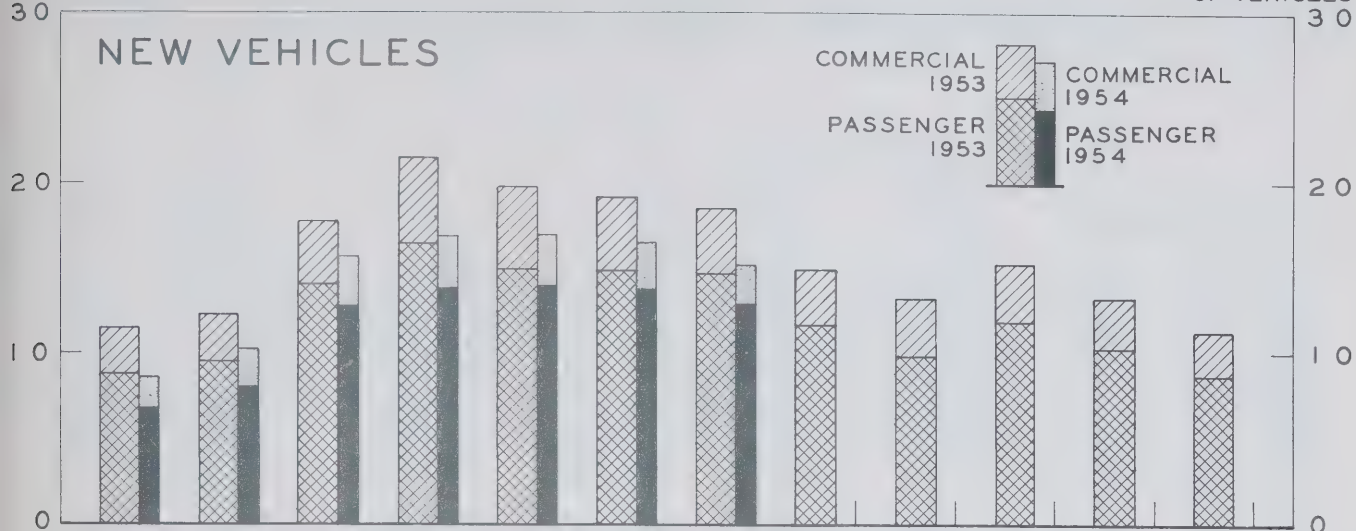


TABLE 1 New Motor Vehicle Sales, by Provinces
July 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	375	438	+ 16.8	904	1,068	+ 18.1
Prince Edward Island...	158	152	- 3.8	380	368	- 3.2
Nova Scotia	1,250	1,005	- 19.6	2,935	2,465	- 16.0
New Brunswick	857	881	+ 2.8	2,063	2,164	+ 4.9
Quebec	6,001	5,477	- 8.7	15,554	14,371	- 7.6
Ontario	15,857	13,008	- 18.0	39,204	33,136	- 15.5
Manitoba	1,701	1,268	- 25.5	4,207	3,223	- 23.4
Saskatchewan	2,247	1,380	- 38.6	5,813	3,592	- 38.2
Alberta	2,743	1,912	- 30.3	6,566	5,039	- 23.3
British Columbia	3,405	2,452	- 28.0	8,112	5,934	- 26.8
Canada	34,594	27,973	- 19.1	85,738	71,360	- 16.8
Commercial Vehicles						
Newfoundland	152	156	+ 2.6	316	336	+ 6.3
Prince Edward Island...	70	76	+ 8.6	143	161	+ 12.6
Nova Scotia	271	231	- 14.8	569	517	- 9.1
New Brunswick	248	244	- 1.6	524	562	+ 7.3
Quebec	1,387	1,068	- 23.0	3,779	2,917	- 22.8
Ontario	2,719	1,912	- 29.7	7,324	4,893	- 33.2
Manitoba	460	250	- 45.7	1,191	669	- 43.8
Saskatchewan	1,086	492	- 54.7	2,520	1,178	- 53.3
Alberta	1,166	665	- 43.0	3,014	1,748	- 42.0
British Columbia	648	610	- 5.9	1,671	1,456	- 12.9
Canada	8,207	5,704	- 30.5	21,051	14,437	- 31.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	527	594	+ 12.7	1,220	1,404	+ 15.1
Prince Edward Island...	228	228	(2)	523	529	+ 1.1
Nova Scotia	1,521	1,236	- 18.7	3,504	2,982	- 14.9
New Brunswick	1,105	1,125	+ 1.8	2,587	2,726	+ 5.4
Quebec	7,388	6,545	- 11.4	19,333	17,288	- 10.6
Ontario	18,576	14,920	- 19.7	46,528	38,029	- 18.3
Manitoba	2,161	1,518	- 29.8	5,398	3,892	- 27.9
Saskatchewan	3,333	1,872	- 43.8	8,333	4,760	- 42.9
Alberta	3,909	2,577	- 34.1	9,580	6,787	- 29.2
British Columbia	4,053	3,062	- 24.5	9,783	7,390	- 24.5
Canada	42,801	33,677	- 21.3	106,789	85,797	- 19.7

(1) Revised
(2) Unchanged

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
July 1953 and 1954**

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,342	1,131	- 15.7	2,279	1,991	- 12.6
Quebec	3,210	3,166	- 1.4	6,056	6,282	+ 3.7
Ontario	5,951	5,362	- 9.9	9,989	9,685	- 3.0
Manitoba	706	619	- 12.3	1,161	1,132	- 2.5
Saskatchewan	813	577	- 29.0	1,344	1,044	- 22.3
Alberta	1,575	1,080	- 31.4	2,820	2,065	- 26.8
British Columbia	1,269	925	- 27.1	2,292	1,807	- 21.2
Canada	14,866	12,860	- 13.5	25,941	24,006	- 7.4
Commercial Vehicles						
Atlantic Provinces	426	309	- 27.5	775	590	- 23.9
Quebec	707	524	- 25.9	1,594	1,161	- 27.2
Ontario	1,169	711	- 39.2	2,235	1,440	- 35.6
Manitoba	200	106	- 47.0	459	251	- 45.3
Saskatchewan	338	164	- 51.5	660	387	- 41.4
Alberta	595	295	- 50.4	1,342	785	- 41.5
British Columbia	308	217	- 29.5	719	564	- 21.6
Canada	3,743	2,326	- 37.9	7,784	5,178	- 33.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,768	1,440	- 18.6	3,054	2,581	- 15.5
Quebec	3,917	3,690	- 5.8	7,650	7,443	- 2.7
Ontario	7,120	6,073	- 14.7	12,224	11,125	- 9.0
Manitoba	906	725	- 20.0	1,620	1,383	- 14.6
Saskatchewan	1,151	741	- 35.6	2,004	1,431	- 28.6
Alberta	2,170	1,375	- 36.6	4,162	2,850	- 31.5
British Columbia	1,577	1,142	- 27.6	3,011	2,371	- 21.3
Canada	18,609	15,186	- 18.4	33,725	29,184	- 13.5

(1) Revised.

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
July 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,657	3,775	+ 3.2	2,743	2,810	+ 2.4
Quebec	7,227	7,145	- 1.1	6,431	6,341	- 1.4
Ontario	18,295	16,206	- 11.4	14,821	12,825	- 13.5
Manitoba	1,835	1,422	- 22.5	1,471	1,180	- 19.8
Saskatchewan	2,193	1,849	- 15.7	1,730	1,438	- 16.9
Alberta	3,850	2,842	- 26.2	3,348	2,387	- 28.7
British Columbia	3,631	2,744	- 24.4	3,316	2,568	- 22.6
Canada	40,688	35,983	- 11.6	33,860	29,549	- 12.7
Commercial Vehicles						
Atlantic Provinces	971	905	- 6.8	725	644	- 11.2
Quebec	1,156	1,024	- 11.4	1,088	847	- 11.2
Ontario	2,045	1,599	- 21.8	1,722	1,263	- 26.7
Manitoba	307	213	- 30.6	244	185	- 24.2
Saskatchewan	531	398	- 25.0	479	323	- 32.6
Alberta	979	698	- 28.7	975	697	- 28.5
British Columbia	571	511	- 10.5	588	507	- 13.8
Canada	6,560	5,348	- 18.5	5,821	4,466	- 23.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,628	4,680	+ 1.1	3,468	3,454	- 0.4
Quebec	8,383	8,169	- 2.6	7,519	7,188	- 4.4
Ontario	20,340	17,805	- 12.5	16,543	14,088	- 14.8
Manitoba	2,142	1,635	- 23.7	1,715	1,365	- 20.4
Saskatchewan	2,724	2,247	- 17.5	2,209	1,761	- 20.3
Alberta	4,829	3,540	- 26.7	4,323	3,084	- 28.7
British Columbia	4,202	3,255	- 22.5	3,904	3,075	- 21.2
Canada	47,248	41,331	- 12.5	39,681	34,015	- 14.3

(1) Revised.

63-007

MERCHANDISING
UNIVERSITY OF TORONTO

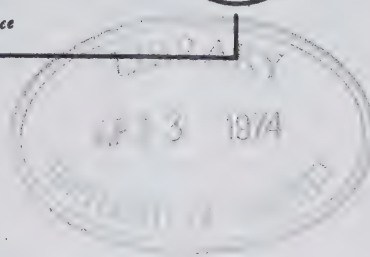
DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1954

New Motor Vehicle Sales

For the first time in 1954, retail value of sales of passenger cars were above the corresponding month of 1953 while August sales of commercial vehicles lagged 18.7% behind the corresponding month of the previous year. Total sales of passenger cars and commercial vehicles at 27,439 units valued at \$69,772,000 in August 1954 represented decreases of 5.5% and 4.6% respectively from August 1953. The 1% increase in the retail value of sales of passenger cars was qualified by a reduction of 2.2% in number of units sold. Commercial vehicle sales declined by 15.8% in number of units and 18.7% in value of retail sales.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506

5-10-54

Sales of Buses, August, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u>	<u>1954</u>
			\$'000	\$'000
Atlantic Provinces	2	2	6	7
Quebec	11	4	171	42
Ontario	35	30	603	266
Manitoba	3	3	54	43
Saskatchewan	4	14	12	40
Alberta	8	16	42	204
British Columbia	8	18	38	59
Canada	71	87	926	661

Financing of Motor Vehicle SalesNew Vehicles

In August 1954 the number of passenger cars and commercial vehicles financed was 12.9% less than the corresponding month of the previous year and there was a reduction in the amount of financing of 8.7%. In the case of passenger cars while the number financed decreased by 8.3% the reduction in the amount of financing was only 2.5%. For commercial vehicles a drop of 29.8% in the number financed was accompanied by a decline of 27.6% in the amount of financing.

Used Vehicles

The financing of used vehicles for August 1954 was only 5.8% in number and 8.1% in value below the corresponding month of 1953 while in July the comparative ratios were 12% and 14%. Passenger cars financed showed a reduction of 5.6% in number and 6.8% in amount of financing while for commercial vehicles the corresponding reductions were 7.2% and 14.6%.

Note:

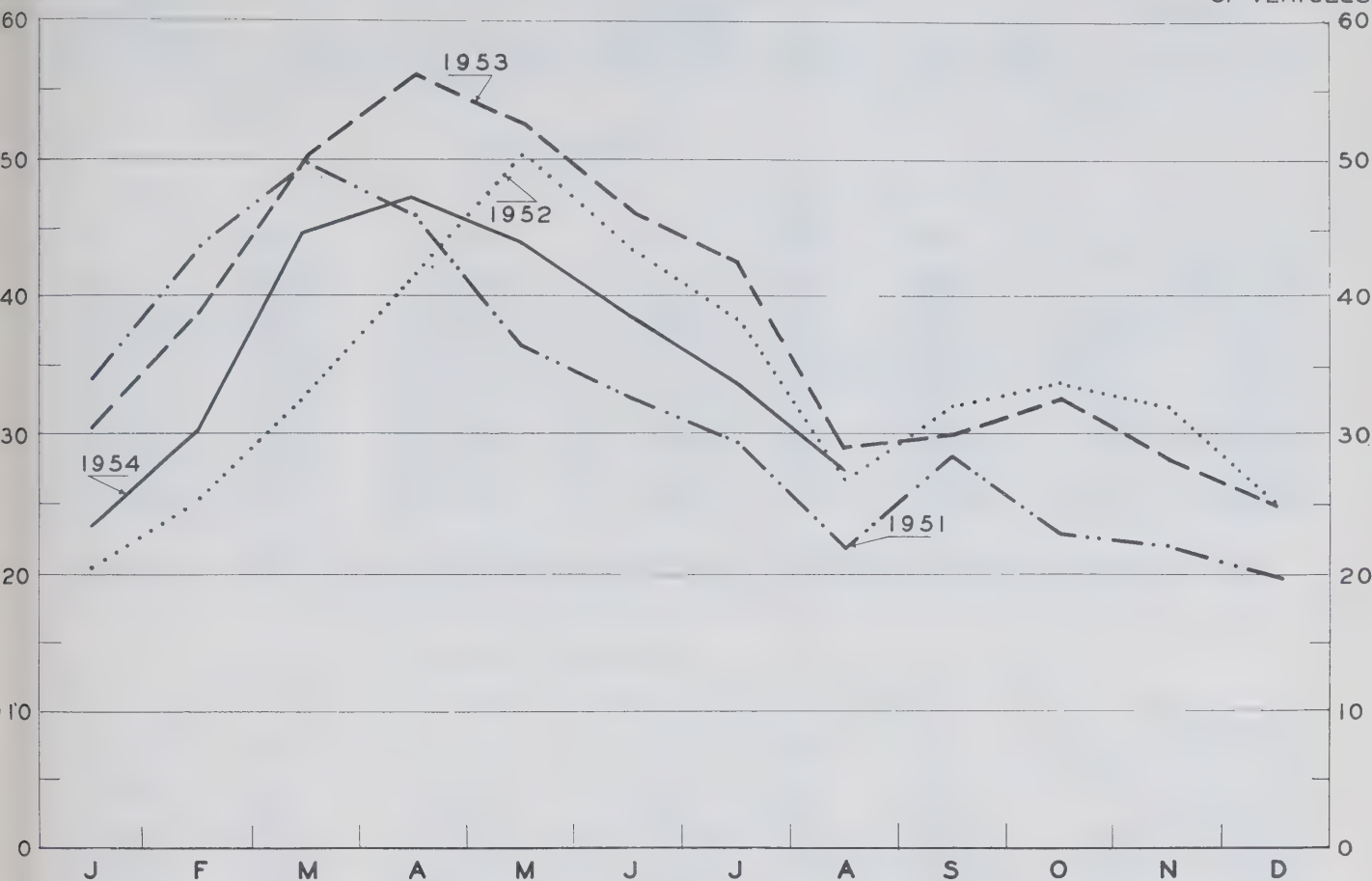
The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS OF VEHICLES

THOUSANDS OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

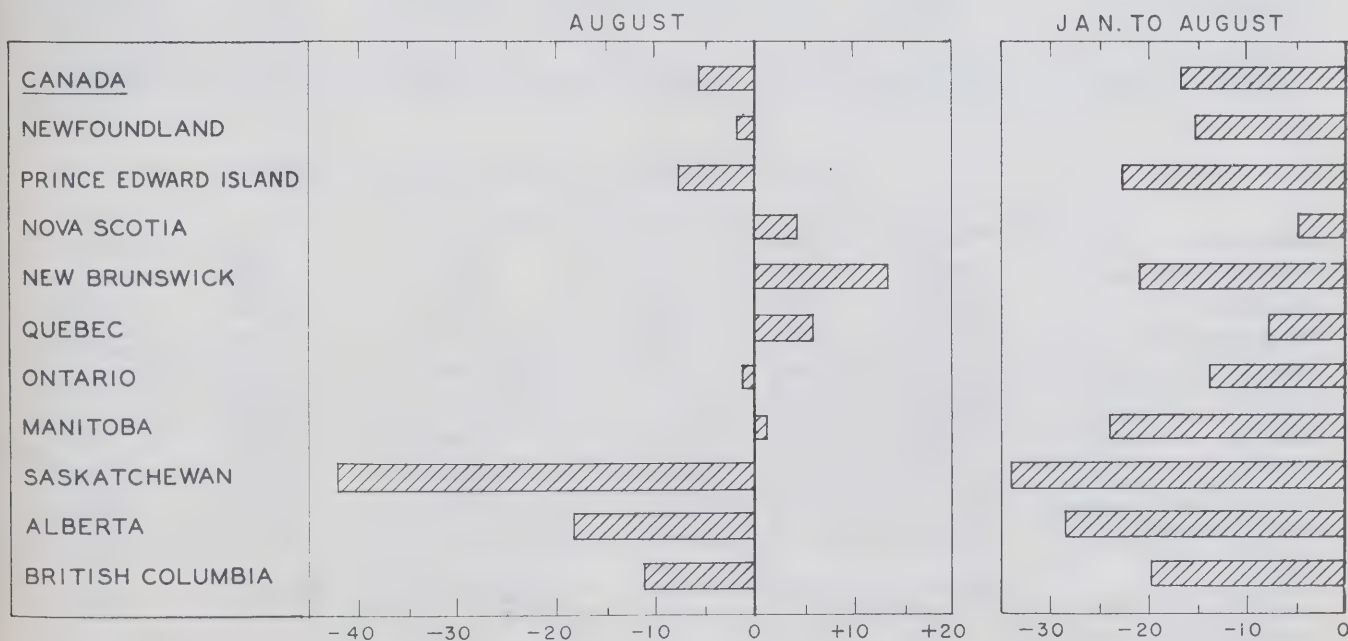


TABLE 1 New Motor Vehicle Sales, by Provinces
August 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	352	358	+ 1.7	844	850	+ 0.7
Prince Edward Island...	653	663	+ 1.5	1,596	1,635	+ 2.4
Nova Scotia	414	538	+ 30.0	1,029	1,325	+ 28.8
New Brunswick	4,003	4,359	+ 8.9	10,356	11,568	+ 11.7
Quebec	10,302	10,392	+ 0.9	25,563	26,396	+ 3.3
Ontario	856	999	+ 16.7	2,093	2,549	+ 21.8
Manitoba	1,406	963	- 31.5	3,625	2,432	- 32.9
Saskatchewan	1,660	1,334	- 19.6	4,174	3,506	- 16.0
Alberta	2,370	1,918	- 19.1	5,624	4,679	- 16.8
British Columbia						
Canada	22,016	21,524	- 2.2	54,904	54,940	+ 0.1
Commercial Vehicles						
Newfoundland	163	140	- 14.1	345	325	- 5.8
Prince Edward Island...	215	241	+ 12.1	443	535	+ 20.8
Nova Scotia	216	179	- 17.1	487	405	- 16.8
New Brunswick	1,079	1,021	- 5.4	3,121	2,640	- 15.4
Quebec	2,357	2,122	- 10.0	6,495	5,303	- 18.4
Ontario	414	289	- 30.2	1,073	723	- 32.6
Manitoba	1,175	534	- 54.6	2,737	1,201	- 56.1
Saskatchewan	895	753	- 15.9	2,227	2,006	- 9.9
Alberta	510	636	+ 24.7	1,313	1,694	+ 29.0
British Columbia						
Canada	7,024	5,915	- 15.8	18,241	14,832	- 18.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	386	379	- 1.8	887	894	+ 0.8
Prince Edward Island...	129	119	- 7.8	302	281	- 7.0
Nova Scotia	868	904	+ 4.1	2,039	2,170	+ 6.4
New Brunswick	630	717	+ 13.8	1,516	1,730	+ 14.1
Quebec	5,082	5,380	+ 5.9	13,477	14,208	+ 5.4
Ontario	12,659	12,514	- 1.1	32,058	31,699	- 1.1
Manitoba	1,270	1,288	+ 1.4	3,166	3,272	+ 3.3
Saskatchewan	2,581	1,497	- 42.0	6,362	3,633	- 42.9
Alberta	2,555	2,087	- 18.3	6,401	5,512	- 13.9
British Columbia	2,880	2,554	- 11.3	6,937	6,373	- 8.1
Canada	29,040	27,439	- 5.5	73,145	69,772	- 4.6

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
August 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$'000	%
Passenger Cars						
Atlantic Provinces	987	1,061	+ 7.5	1,660	1,920	+ 15.7
Quebec	2,482	2,517	+ 1.4	4,769	4,953	+ 3.9
Ontario	4,686	4,525	- 3.4	7,936	8,308	+ 4.7
Manitoba	518	460	- 11.2	864	834	- 3.5
Saskatchewan	631	491	- 22.2	1,101	897	- 18.5
Alberta	1,273	886	- 30.4	2,340	1,652	- 29.4
British Columbia	1,170	834	- 28.7	2,101	1,690	- 19.6
Canada	11,747	10,774	- 8.3	20,771	20,254	- 2.5
Commercial Vehicles						
Atlantic Provinces	305	304	- 0.3	572	600	+ 4.9
Quebec	637	481	- 24.5	1,355	1,098	- 19.0
Ontario	922	694	- 24.7	1,813	1,376	- 24.1
Manitoba	152	85	- 44.1	272	171	- 37.1
Saskatchewan	360	167	- 53.6	736	363	- 50.7
Alberta	578	284	- 50.9	1,447	718	- 50.4
British Columbia	273	251	- 8.1	658	638	- 3.0
Canada	3,227	2,266	- 29.8	6,853	4,964	- 27.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,292	1,365	+ 5.7	2,232	2,520	+ 12.9
Quebec	3,119	2,998	- 3.9	6,124	6,051	- 1.2
Ontario	5,608	5,219	- 6.9	9,749	9,684	- 0.7
Manitoba	670	545	- 18.7	1,136	1,005	- 11.5
Saskatchewan	991	658	- 33.6	1,837	1,260	- 31.4
Alberta	1,851	1,170	- 36.8	3,787	2,370	- 37.4
British Columbia	1,443	1,085	- 24.8	2,759	2,328	- 15.6
Canada	14,974	13,040	- 12.9	27,624	25,218	- 8.7

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,931	3,261	+ 11.3	2,274	2,440	+ 7.3
Quebec	5,479	5,864	+ 7.0	4,813	5,165	+ 7.3
Ontario	14,383	12,913	- 10.2	11,490	10,309	- 10.3
Manitoba	1,477	1,224	- 17.1	1,177	956	- 18.8
Saskatchewan	1,779	1,621	- 8.9	1,401	1,212	- 13.5
Alberta	3,275	2,956	- 9.7	2,820	2,378	- 15.7
British Columbia	3,150	2,827	- 10.3	2,995	2,663	- 11.1
Canada	32,474	30,666	- 5.6	26,970	25,123	- 6.8
Commercial Vehicles						
Atlantic Provinces	763	813	+ 6.6	588	578	- 1.7
Quebec	971	985	+ 1.4	922	857	- 7.0
Ontario	1,737	1,621	- 6.7	1,505	1,232	- 18.1
Manitoba	307	226	- 26.4	240	183	- 23.7
Saskatchewan	608	460	- 24.3	503	355	- 29.4
Alberta	927	723	- 22.0	932	651	- 30.2
British Columbia	517	583	+ 12.8	519	590	+ 13.7
Canada	5,830	5,411	- 7.2	5,209	4,446	- 14.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,694	4,074	+ 10.3	2,862	3,018	+ 5.5
Quebec	6,450	6,849	+ 6.2	5,735	6,022	+ 5.0
Ontario	16,120	14,534	- 9.8	12,995	11,541	- 11.2
Manitoba	1,784	1,450	- 18.7	1,417	1,139	- 19.6
Saskatchewan	2,387	2,081	- 12.8	1,904	1,567	- 17.7
Alberta	4,202	3,679	- 12.4	3,752	3,029	- 19.3
British Columbia	3,667	3,410	- 7.0	3,514	3,253	- 7.4
Canada	38,304	36,077	- 5.8	32,179	29,569	- 8.1

(1) Revised

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1954

New Motor Vehicle Sales

For the second time in 1954 the retail value of sales of passenger cars exceeded that of the corresponding month of 1953 while the number of cars sold was higher for the first time. The number of new passenger car sales for September 1954 at 23,175 exceeded the 22,495 for September 1953 by 3.0% while retail value was higher by 4.9% as sales rose from \$55,762,000 in September 1953 to \$58,521,000 in September 1954. For commercial vehicles there was a decline of 31.8% by number as sales decreased from 7,534 in September 1953 to 5,137 in September 1954 while retail value of sales decreased by 33.6% from \$19,993,000 to \$13,269,000. Total sales of passenger cars and commercial vehicles at 28,312 units valued at \$71,790,000 in September 1954 represented decreases of 5.7% and 5.2% respectively from September 1953.

Cumulative sales of new motor vehicles for the first nine months of 1954 at 317,327 units valued at \$815,141,000 represented a 15.7% drop in number and a 13.7% decline in value in comparison with the 376,530 units valued at \$944,031,000 in the comparative period of 1953. New passenger cars declined by 12.1% in number and 10.0% in value as 258,275 vehicles at \$662,356,000 were sold in the first three-quarters of 1954 compared with 293,665 vehicles at \$736,194,000 in the first nine months of 1953.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506

5-11-54

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

Sales of Buses, September, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$'000	<u>1954</u> \$'000
Atlantic Provinces	3	8	10	195
Quebec	29	6	597	18
Ontario	40	23	614	232
Manitoba	5	6	85	134
Saskatchewan	10	5	34	13
Alberta	9	13	30	189
British Columbia	4	5	19	33
Canada	100	66	1,389	810

Financing of Motor Vehicle SalesNew Vehicles

In September 1954 the number of passenger cars and commercial vehicles financed was 5.6% less than the corresponding month of the previous year and there was a reduction in the amount of financing of 1.2%. There were wide differences in the trends for passenger cars and commercial vehicles. In the case of passenger cars there was an increase of 3.5% in the number financed accompanied by an increase in the amount of financing of 8.7%. For commercial vehicles a drop of 32.6% in the number financed was accompanied by a decline of 26.7% in the amount of financing.

During the first nine months of 1954 financing of new vehicles at 125,769 units at \$237,856,000 represented decreases of 15.7% in number and 11.6% in value of financing in comparison with the corresponding period of the previous year. Financing of new passenger cars decreased by 10.8% in number and 5.0% in value while the corresponding reductions for commercial vehicles were 32.6% and 30.0% respectively.

Used Vehicles

For September 1954 the financing of used vehicles was 9.9% in number and 11.8% in value below the corresponding month of 1953. Passenger cars financed showed a reduction of 9.1% in number and 10.2% in amount of financing while for commercial vehicles the corresponding reductions were 13.6% and 19.2%.

In the first nine months of 1954 the number of used vehicles financed was 307,281 at \$256,726,000 which represented decreases of 14.8% and 16.6% respectively over the 360,745 units at \$307,838,000 financed in the corresponding period of 1953. Financing of used passenger cars decreased by 14.6% in number and 15.7% in value while the corresponding reduction for commercial vehicles amounted to 16.1% in number and 21.3% in amount of financing.

Note: The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1953 (REVISED)—1954

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

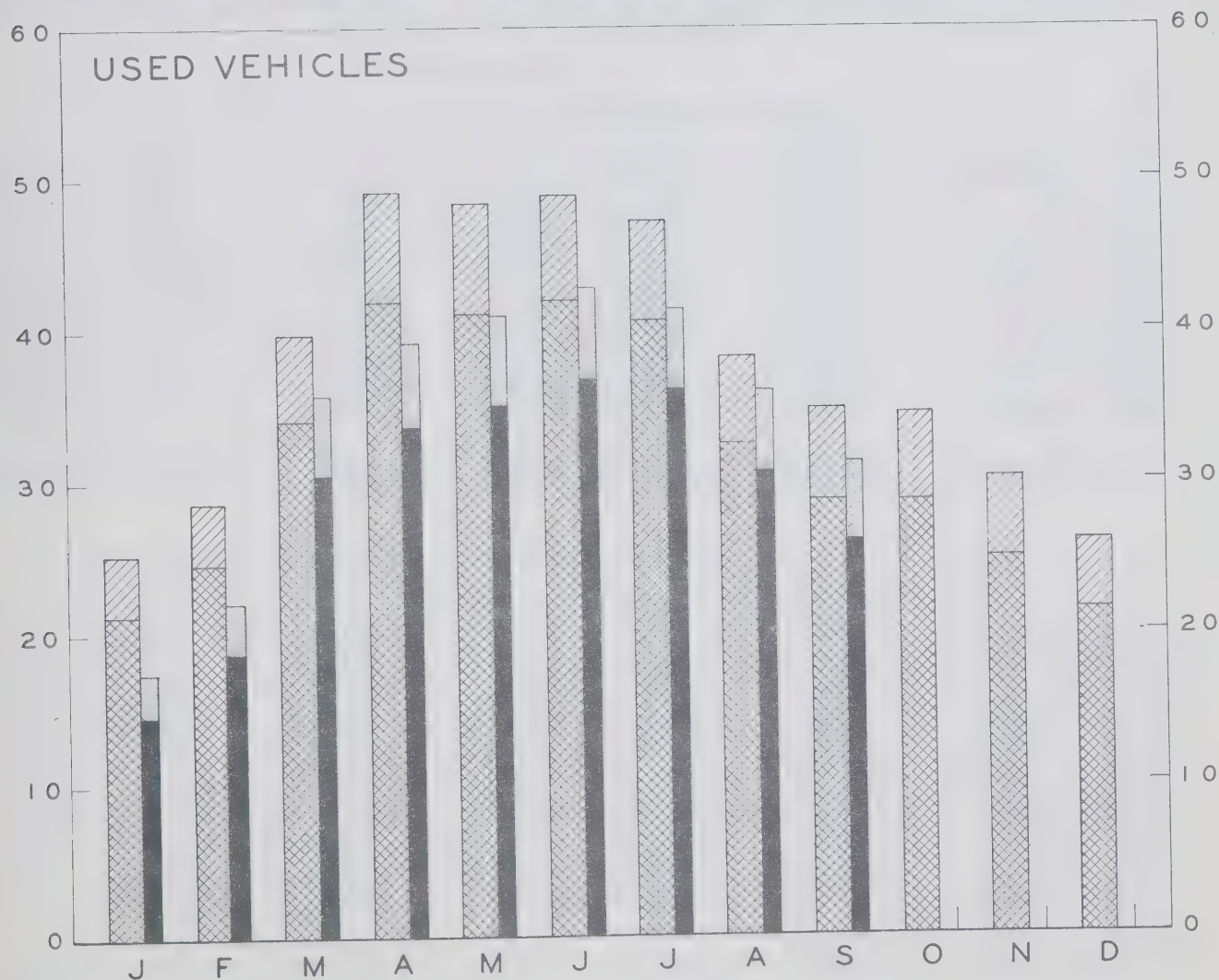
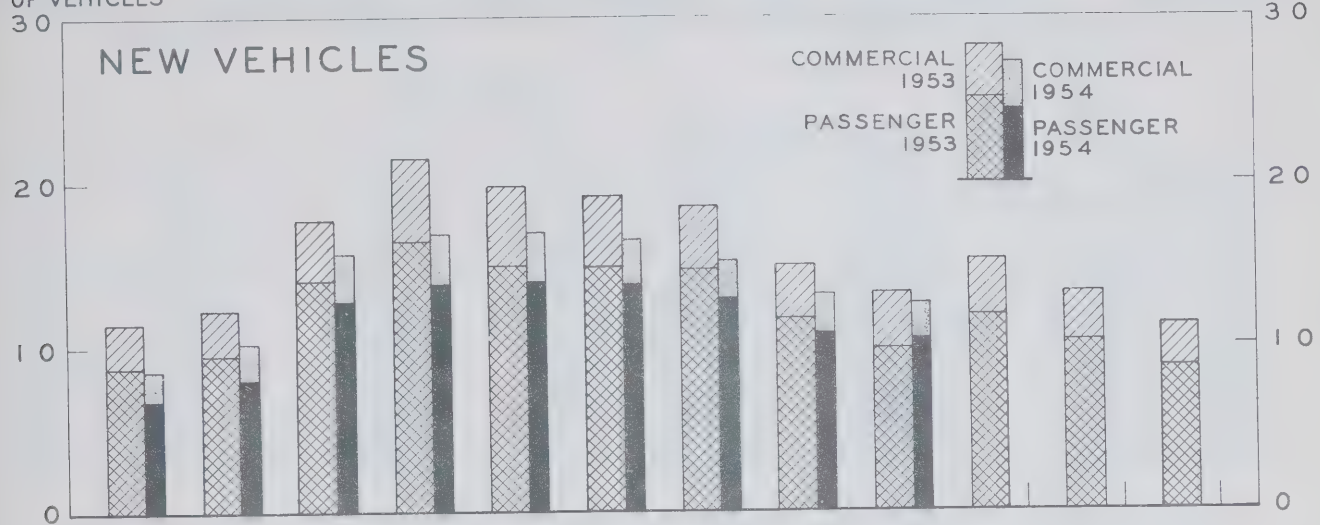


TABLE 1 New Motor Vehicle Sales, by Provinces
September 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	237	259	+ 9.3	545	623	+ 14.3
Prince Edward Island...	65	69	+ 6.2	157	165	+ 5.1
Nova Scotia	634	694	+ 9.5	1,521	1,682	+ 10.6
New Brunswick	633	446	- 29.5	1,582	1,087	- 31.3
Quebec	4,545	4,227	- 7.0	11,672	11,040	- 5.4
Ontario	10,008	12,319	+ 23.1	24,685	30,830	+ 24.9
Manitoba	1,150	999	- 13.1	2,830	2,485	- 12.2
Saskatchewan	1,499	816	- 45.6	3,765	2,134	- 43.3
Alberta	1,455	1,398	- 3.9	3,668	3,612	- 1.5
British Columbia	2,269	1,948	- 14.1	5,337	4,863	- 8.9
Canada	22,495	23,175	+ 3.0	55,762	58,521	+ 4.9
Commercial Vehicles						
Newfoundland	110	112	+ 1.8	271	242	- 10.7
Prince Edward Island...	38	46	+ 21.1	84	98	+ 16.7
Nova Scotia	235	242	+ 3.0	502	693	+ 38.0
New Brunswick	204	205	+ 0.4	466	481	+ 3.2
Quebec	1,438	1,032	- 28.2	4,368	2,730	- 37.5
Ontario	2,459	1,874	- 23.8	6,774	4,859	- 28.3
Manitoba	461	217	- 52.9	1,171	622	- 46.9
Saskatchewan	903	294	- 67.4	2,107	681	- 67.7
Alberta	1,095	593	- 45.8	2,754	1,587	- 42.4
British Columbia	591	522	- 11.7	1,496	1,276	- 14.7
Canada	7,534	5,137	- 31.8	19,993	13,269	- 33.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	347	371	+ 7.9	816	865	+ 6.0
Prince Edward Island...	103	115	+ 11.7	241	263	+ 9.1
Nova Scotia	869	936	+ 7.7	2,023	2,375	+ 17.4
New Brunswick	837	651	- 22.2	2,048	1,568	- 23.4
Quebec	5,983	5,259	- 12.1	16,040	13,770	- 14.2
Ontario	12,467	14,193	+ 13.8	31,459	35,689	+ 13.4
Manitoba	1,611	1,216	- 24.5	4,001	3,107	- 22.3
Saskatchewan	2,402	1,110	- 53.8	5,872	2,815	- 52.1
Alberta	2,550	1,991	- 21.9	6,422	5,199	- 19.1
British Columbia	2,860	2,470	- 13.6	6,833	6,139	- 10.2
Canada	30,029	28,312	- 5.7	75,755	71,790	- 5.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
September 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	819	806	- 1.6	1,383	1,415	+ 2.3
Quebec	2,186	2,328	+ 6.5	4,123	4,632	+ 12.3
Ontario	4,066	4,984	+ 22.6	6,897	8,861	+ 28.5
Manitoba	456	365	- 20.0	794	678	- 14.6
Saskatchewan	521	372	- 28.6	928	681	- 26.6
Alberta	990	738	- 25.5	1,821	1,419	- 22.1
British Columbia	930	726	- 21.9	1,665	1,452	- 12.8
Canada	9,968	10,319	+ 3.5	17,611	19,138	+ 8.7
Commercial Vehicles						
Atlantic Provinces	359	298	- 17.0	639	554	- 13.3
Quebec	631	554	- 12.2	1,307	1,202	- 8.0
Ontario	998	703	- 29.6	1,920	1,534	- 20.1
Manitoba	193	72	- 62.7	339	140	- 58.7
Saskatchewan	373	111	- 70.2	707	212	- 70.0
Alberta	549	279	- 49.2	1,329	750	- 43.6
British Columbia	265	253	- 4.5	595	619	+ 4.0
Canada	3,368	2,270	- 32.6	6,836	5,011	- 26.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,178	1,104	- 6.3	2,022	1,969	- 2.6
Quebec	2,817	2,882	+ 2.3	5,430	5,834	+ 7.4
Ontario	5,064	5,687	+ 12.3	8,817	10,395	+ 17.9
Manitoba	649	437	- 32.7	1,133	818	- 27.8
Saskatchewan	894	483	- 46.0	1,635	893	- 45.4
Alberta	1,539	1,017	- 33.9	3,150	2,169	- 31.1
British Columbia	1,195	979	- 18.1	2,260	2,071	- 8.4
Canada	13,336	12,589	- 5.6	24,447	24,149	- 1.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
September 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,876	2,931	+ 1.9	2,142	2,240	+ 4.6
Quebec	4,754	4,897	+ 3.0	4,200	4,297	+ 2.3
Ontario	12,513	11,131	- 11.0	10,011	8,669	- 13.4
Manitoba	1,351	1,097	- 18.8	1,100	886	- 19.5
Saskatchewan	1,526	1,174	- 23.1	1,189	890	- 25.1
Alberta	2,947	2,476	- 16.0	2,479	2,026	- 18.3
British Columbia	2,748	2,403	- 12.6	2,563	2,272	- 11.4
Canada	28,715	26,109	- 9.1	23,684	21,280	- 10.2
Commercial Vehicles						
Atlantic Provinces	869	896	+ 3.1	618	608	- 1.6
Quebec	1,033	965	- 6.6	920	820	- 10.9
Ontario	1,789	1,604	- 10.3	1,461	1,209	- 17.2
Manitoba	341	217	- 36.4	258	165	- 36.0
Saskatchewan	626	350	- 44.1	520	278	- 46.5
Alberta	921	691	- 25.0	946	638	- 32.6
British Columbia	524	552	+ 5.3	510	508	- 0.4
Canada	6,103	5,275	- 13.6	5,233	4,226	- 19.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,745	3,827	+ 2.2	2,760	2,848	+ 3.2
Quebec	5,787	5,862	+ 1.3	5,120	5,117	- 0.1
Ontario	14,302	12,735	- 11.0	11,472	9,878	- 13.9
Manitoba	1,692	1,314	- 22.3	1,358	1,051	- 22.6
Saskatchewan	2,152	1,524	- 29.2	1,709	1,168	- 31.7
Alberta	3,868	3,167	- 18.1	3,425	2,664	- 22.2
British Columbia	3,272	2,955	- 9.7	3,073	2,780	- 9.5
Canada	34,818	31,384	- 9.9	28,917	25,506	- 11.8

(1) Revised

63-0017

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OTTAWA - CANADA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1954

New Motor Vehicle Sales

New motor vehicle sales in October were more than a third lower than in the corresponding month of 1953. The number of vehicles sold dropped from 32,781 in 1953 to 20,751 a decrease of 36.7% while sales, at \$52,967,000, were 36.0% below last year. Passenger car sales declined almost as much, relatively, as did commercial vehicles, after showing a moderate gain in September. Commercial vehicle sales were almost 40 per cent lower in October 1954 than the previous year.

Sales in Saskatchewan declined more than any other province with passenger car sales approximately 57% and commercial vehicles 66% lower. The only gain reported in October was for passenger car sales in Newfoundland which increased 27.1% in number and 22.1% in value over 1953. The decrease was not as marked in Nova Scotia, New Brunswick and Quebec as in Ontario and the Western Provinces.

The reduced sales during October brought the 10 month cumulative average down from -15.7% in number and -13.7% in value, established for the first 9 months, to -17.4% in number and -15.5% in value. New passenger car sales showed declines of 13.9% in number and 12.0% in value while commercial vehicles were down by 29.7% and 27.7% respectively.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506
30-11-54

Sales of Buses, October, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$'000	<u>1954</u> \$'000
Atlantic Provinces	3	3	10	11
Quebec	56	9	1,204	75
Ontario	16	7	274	68
Manitoba	3	15	48	274
Saskatchewan	2	2	6	5
Alberta	8	3	26	8
British Columbia	3	3	10	9
Canada	91	42	1,578	450

Financing of Motor Vehicle SalesNew Vehicles

Financing of commercial vehicles fell off to the same extent as did sales but passenger car financing was down 26.0% compared with a decrease of 35.8% in the number of new passenger cars sold. Total financing amounted to \$20,584,000 or 27.2% below the \$28,281,000 financed in October 1953.

Financing of new vehicles during the first ten months of the year was 17.0% lower in number and 13.1% less in amount of financing.

Used Vehicles

The decrease in used car financing was uniform for both passenger and commercial vehicles. The number of cars financed declined from 34,548 last year to 28,258 down 18.2%, while the amount of financing at \$22,751,000 was 20.3% below the 1953 level.

The decline for the first ten months amounted to 15.1% in number and 16.9% in amount over the same period of 1953.

Note:

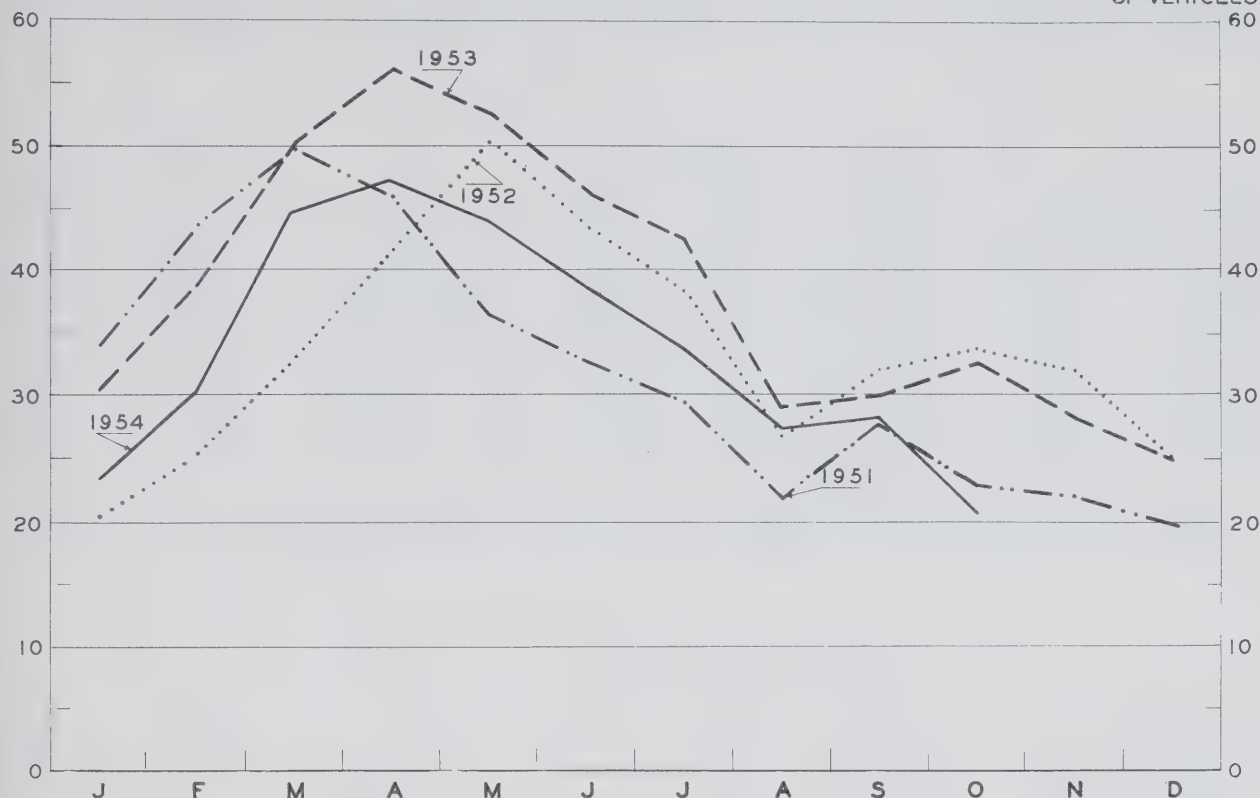
The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLE SALES

1951-52-53-54

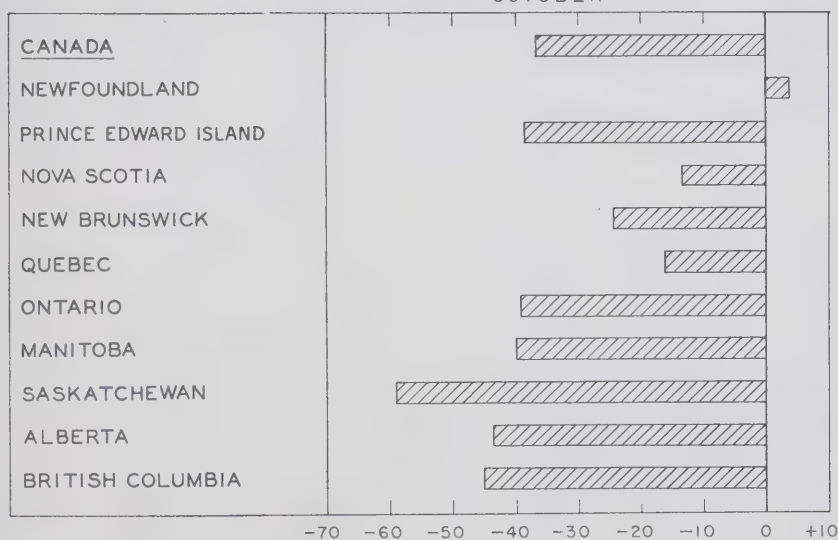
THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

OCTOBER



JAN. TO OCT.

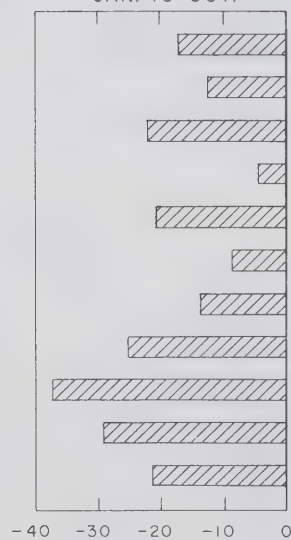


TABLE 1 New Motor Vehicle Sales, by Provinces
October 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	155	197	+ 27.1	375	458	+ 22.1
Prince Edward Island...	93	50	- 46.2	225	123	- 45.3
Nova Scotia	626	580	- 7.3	1,543	1,423	- 7.8
New Brunswick	419	365	- 12.9	1,041	893	- 14.2
Quebec	4,154	3,598	- 13.4	10,598	9,014	- 14.9
Ontario	11,655	6,996	- 40.0	28,603	17,530	- 38.7
Manitoba	1,436	840	- 41.5	3,552	2,028	- 42.9
Saskatchewan	1,870	813	- 56.5	4,708	2,040	- 56.7
Alberta	1,957	1,208	- 38.3	4,858	3,073	- 36.7
British Columbia	2,458	1,299	- 47.2	5,781	3,173	- 45.1
Canada	24,823	15,946	- 35.8	61,284	39,755	- 35.1
Commercial Vehicles						
Newfoundland	134	103	- 23.1	282	265	- 6.0
Prince Edward Island...	63	46	- 27.0	132	105	- 20.5
Nova Scotia	278	203	- 27.0	578	472	- 18.3
New Brunswick	237	132	- 44.3	527	341	- 35.3
Quebec	1,328	996	- 25.0	4,756	3,079	- 35.3
Ontario	2,959	1,877	- 36.6	8,058	5,102	- 36.7
Manitoba	365	240	- 34.2	890	809	- 9.1
Saskatchewan	877	304	- 65.3	2,028	687	- 66.1
Alberta	1,088	508	- 53.3	2,579	1,306	- 49.4
British Columbia	629	396	- 37.0	1,655	1,046	- 36.8
Canada	7,958	4,805	- 39.6	21,485	13,212	- 38.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	289	300	+ 3.8	657	723	+ 10.0
Prince Edward Island...	156	96	- 38.5	357	228	- 36.1
Nova Scotia	904	783	- 13.4	2,121	1,895	- 10.7
New Brunswick	656	497	- 24.2	1,568	1,234	- 21.3
Quebec	5,482	4,594	- 16.2	15,354	12,093	- 21.2
Ontario	14,614	8,873	- 39.3	36,661	22,632	- 38.3
Manitoba	1,801	1,080	- 40.0	4,442	2,837	- 36.1
Saskatchewan	2,747	1,117	- 59.3	6,736	2,727	- 59.5
Alberta	3,045	1,716	- 43.6	7,437	4,379	- 41.1
British Columbia	3,087	1,695	- 45.1	7,436	4,219	- 43.3
Canada	32,781	20,751	- 36.7	82,769	52,967	- 36.0

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
October 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	832	669	- 19.6	1,415	1,143	- 19.2
Quebec	2,549	1,878	- 26.3	4,766	3,680	- 22.8
Ontario	4,845	4,240	- 12.5	7,991	7,450	- 6.8
Manitoba	731	308	- 57.9	1,274	501	- 60.7
Saskatchewan	865	351	- 59.4	1,497	644	- 57.0
Alberta	1,162	688	- 40.8	2,127	1,320	- 37.9
British Columbia	948	696	- 26.6	1,757	1,351	- 23.1
Canada	11,932	8,830	- 26.0	20,827	16,089	- 22.7
Commercial Vehicles						
Atlantic Provinces	307	218	- 29.0	564	387	- 31.4
Quebec	689	493	- 28.4	1,891	1,172	- 38.0
Ontario	1,045	668	- 36.1	2,047	1,387	- 32.2
Manitoba	192	77	- 59.9	388	170	- 56.2
Saskatchewan	359	121	- 66.3	674	222	- 67.1
Alberta	567	268	- 52.7	1,288	669	- 48.1
British Columbia	237	188	- 20.7	602	488	- 18.9
Canada	3,396	2,033	- 40.1	7,454	4,495	- 39.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,139	887	- 22.1	1,979	1,530	- 22.7
Quebec	3,238	2,371	- 26.8	6,657	4,852	- 27.1
Ontario	5,890	4,908	- 16.7	10,038	8,837	- 12.0
Manitoba	923	385	- 58.3	1,662	671	- 59.6
Saskatchewan	1,224	472	- 61.4	2,171	866	- 60.1
Alberta	1,729	956	- 44.7	3,415	1,989	- 41.8
British Columbia	1,185	884	- 25.4	2,359	1,839	- 22.0
Canada	15,328	10,863	- 29.1	28,281	20,584	- 27.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
October 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	2,706	2,317	- 14.4	1,992	1,753	- 12.0
Quebec	4,872	4,582	- 6.0	4,278	3,989	- 6.8
Ontario	12,476	10,487	- 15.9	9,843	8,043	- 18.3
Manitoba	1,412	918	- 35.0	1,164	741	- 36.3
Saskatchewan	1,820	1,109	- 39.1	1,483	821	- 44.6
Alberta	2,931	2,086	- 28.8	2,479	1,649	- 33.5
British Columbia	2,513	1,999	- 20.5	2,317	1,853	- 20.0
Canada	28,730	23,498	- 18.2	23,556	18,849	- 20.0
Commercial Vehicles						
Atlantic Provinces	794	733	- 7.7	542	498	- 8.1
Quebec	1,009	902	- 10.6	929	781	- 15.9
Ontario	1,795	1,508	- 16.0	1,430	1,138	- 20.4
Manitoba	325	228	- 29.8	252	170	- 32.5
Saskatchewan	544	345	- 36.6	506	263	- 48.0
Alberta	853	581	- 31.9	867	610	- 29.6
British Columbia	498	463	- 7.0	464	442	- 4.7
Canada	5,818	4,760	- 18.2	4,990	3,902	- 21.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,500	3,050	- 12.9	2,534	2,251	- 11.2
Quebec	5,881	5,484	- 6.8	5,207	4,770	- 8.4
Ontario	14,271	11,995	- 15.9	11,273	9,181	- 18.6
Manitoba	1,737	1,146	- 34.0	1,416	911	- 35.7
Saskatchewan	2,364	1,454	- 38.5	1,989	1,084	- 45.5
Alberta	3,784	2,667	- 29.5	3,346	2,259	- 32.5
British Columbia	3,011	2,462	- 18.2	2,781	2,295	- 17.5
Canada	34,548	28,258	- 18.2	28,546	22,751	- 20.3

(1) Revised

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1954

New Motor Vehicle Sales

In November 1954 new motor vehicle sales were almost 27% lower than in the corresponding month of 1953 with the number of vehicles dropping from 28,140 to 20,574. The retail value of sales showed a decline of over 22% from \$71,750,000 in November 1953 to \$55,821,000 in November 1954. Passenger car sales were down by 23.4% in volume and 21.4% in value while commercial vehicles decreased by 37.6% in number sold and 24.5% in value of retail sales.

For both passenger cars and commercial vehicles there were decreases in every province with the exception of passenger cars in Newfoundland and commercial vehicles in Prince Edward Island. For all new motor vehicle sales combined Newfoundland was the only province to show an increase while the decreases ranged from 56.3% in Saskatchewan to 11.1% in British Columbia.

Cumulative sales of new motor vehicles for the eleven months of 1954 were down by 18.0% in number and 15.9% in retail value in comparison with the same period of 1953. New passenger cars showed a decline of 14.5% in number and 12.6% in value with corresponding declines of 30.3% and 27.4% for commercial vehicles.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506
29-12-54

Sales of Buses, November, 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$'000	<u>1954</u> \$'000
Atlantic Provinces	-	6	-	112
Quebec	42	3	945	21
Ontario	6	55	73	1,099
Manitoba	11	11	215	208
Saskatchewan	2	-	42	-
Alberta	3	9	25	249
British Columbia	-	1	-	3
Canada	64	85	1,300	1,692

Financing of Motor Vehicle SalesNew Vehicles

In November 1954 the number of passenger cars and commercial vehicles financed was 30.5% less than the corresponding month of the previous year and there was a reduction in the amount of financing of 26.3%. Passenger cars showed reductions of 27.5% in number financed and 22.9% in amount of financing while the corresponding reductions for commercial vehicles were 40.5% and 35.9% respectively.

Used Vehicles

There were comparatively lesser reductions in the number of used cars and commercial vehicles financed in November 1954 in relation to the corresponding period of the previous year with declines of 11.4% in number financed and 14.3% in amount of financing. Passenger cars showed reductions of 11.7% in number of vehicles and 14.7% in amount of financing while similar declines of 10.3% and 12.5% were reported for commercial vehicles.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1953 (REVISED)—1954

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

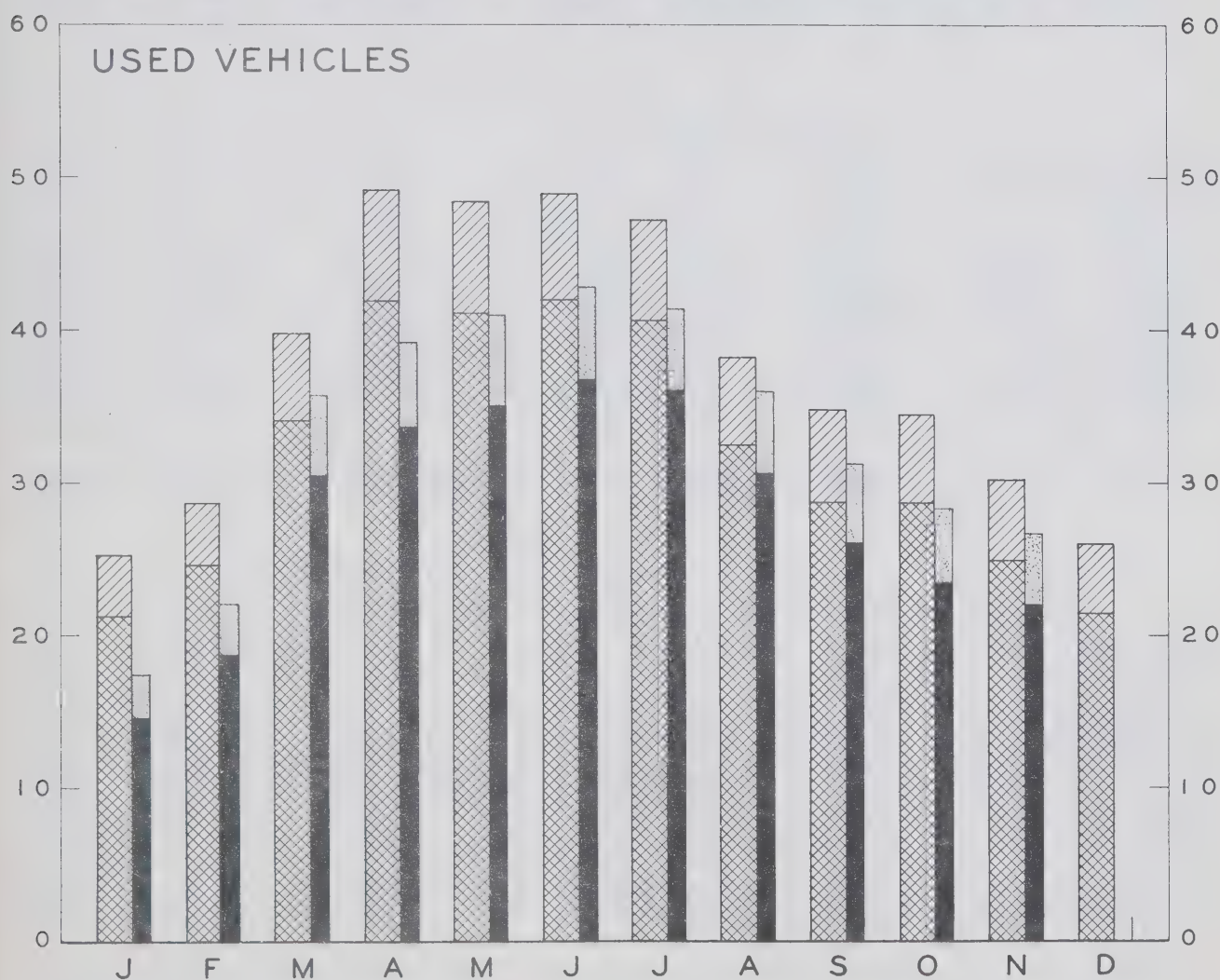
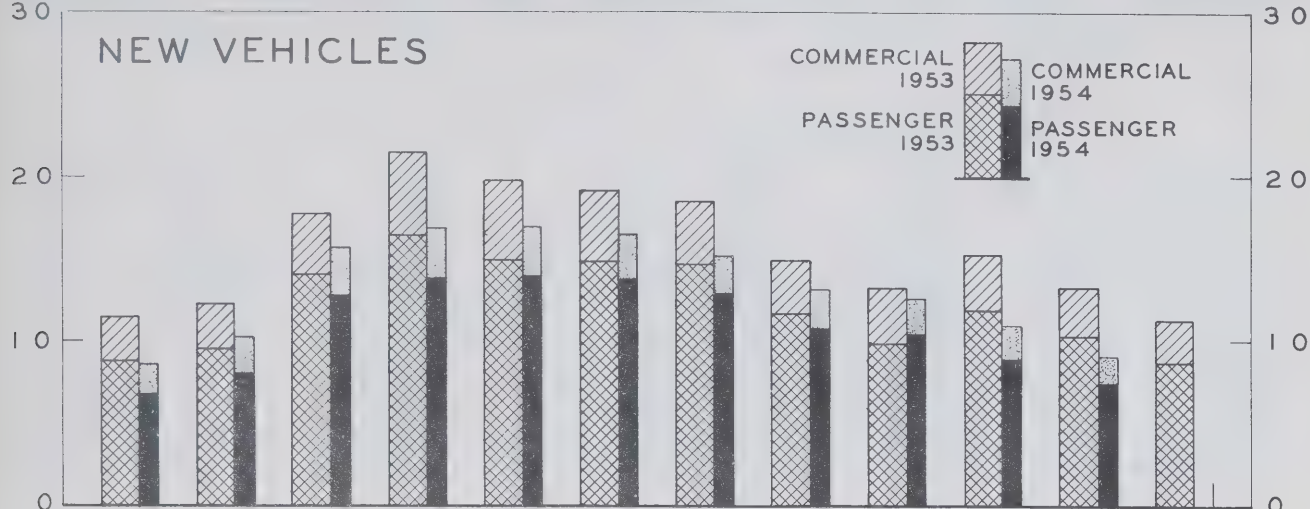


TABLE 1 New Motor Vehicle Sales, by Provinces

November 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	227	269	+ 18.5	538	662	+ 23.0
Prince Edward Island...	79	57	- 27.8	193	139	- 28.0
Nova Scotia	820	568	- 30.7	1,968	1,430	- 27.3
New Brunswick	536	482	- 10.1	1,322	1,223	- 7.5
Quebec	3,798	3,168	- 16.6	9,934	8,387	- 15.6
Ontario	10,060	7,420	- 26.2	25,022	19,009	- 24.0
Manitoba	941	668	- 29.0	2,348	1,724	- 26.6
Saskatchewan	1,345	668	- 50.3	3,444	1,771	- 48.6
Alberta	1,573	1,309	- 16.8	4,093	3,381	- 17.4
British Columbia	1,857	1,660	- 10.6	4,445	4,165	- 6.3
Canada	21,236	16,269	- 23.4	53,307	41,891	- 21.4
Commercial Vehicles						
Newfoundland	132	111	- 15.9	284	234	- 17.6
Prince Edward Island...	33	40	+ 21.2	68	85	+ 25.0
Nova Scotia	263	158	- 39.9	552	400	- 27.5
New Brunswick	222	151	- 32.0	489	406	- 17.0
Quebec	1,260	978	- 22.4	4,523	3,255	- 28.0
Ontario	2,420	1,372	- 43.3	6,172	5,388	- 12.7
Manitoba	356	228	- 36.0	1,037	769	- 25.8
Saskatchewan	826	280	- 66.1	1,919	652	- 66.0
Alberta	962	614	- 36.2	2,345	1,746	- 25.5
British Columbia	430	373	- 13.3	1,054	995	- 5.6
Canada	6,904	4,305	- 37.6	18,443	13,930	- 24.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	359	380	+ 5.8	822	896	+ 9.0
Prince Edward Island...	112	97	- 13.4	261	224	- 14.2
Nova Scotia	1,083	726	- 33.0	2,520	1,830	- 27.4
New Brunswick	758	633	- 16.5	1,811	1,629	- 10.0
Quebec	5,058	4,146	- 18.0	14,457	11,642	- 19.5
Ontario	12,480	8,792	- 29.6	31,194	24,397	- 21.8
Manitoba	1,297	896	- 30.9	3,385	2,493	- 26.4
Saskatchewan	2,171	948	- 56.3	5,363	2,423	- 54.8
Alberta	2,535	1,923	- 24.1	6,438	5,127	- 20.4
British Columbia	2,287	2,033	- 11.1	5,499	5,160	- 6.2
Canada	28,140	20,574	- 26.9	71,750	55,821	- 22.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
November 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	768	564	- 26.6	1,267	1,005	- 20.7
Quebec	1,997	1,689	- 15.4	3,681	3,153	- 14.3
Ontario	4,253	3,224	- 24.2	6,987	5,689	- 18.6
Manitoba	504	276	- 45.2	816	500	- 38.7
Saskatchewan	732	353	- 51.8	1,204	622	- 48.3
Alberta	1,145	747	- 34.8	2,047	1,405	- 31.4
British Columbia	856	578	- 32.5	1,506	1,119	- 25.7
Canada	10,255	7,431	- 27.5	17,508	13,493	- 22.9
Commercial Vehicles						
Atlantic Provinces	274	212	- 22.6	473	406	- 14.2
Quebec	584	436	- 25.3	1,292	1,075	- 16.8
Ontario	1,010	565	- 44.1	2,035	1,157	- 43.1
Manitoba	159	76	- 52.2	337	153	- 54.6
Saskatchewan	301	103	- 65.8	574	183	- 68.1
Alberta	497	255	- 48.7	1,057	603	- 43.0
British Columbia	206	157	- 23.8	468	423	- 9.6
Canada	3,031	1,804	- 40.5	6,236	4,000	- 35.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,042	776	- 25.5	1,740	1,411	- 18.9
Quebec	2,581	2,125	- 17.7	4,973	4,228	- 15.0
Ontario	5,263	3,789	- 28.0	9,022	6,846	- 24.1
Manitoba	663	352	- 46.9	1,153	653	- 43.4
Saskatchewan	1,033	456	- 55.9	1,778	805	- 54.7
Alberta	1,642	1,002	- 39.0	3,104	2,008	- 35.3
British Columbia	1,062	735	- 30.8	1,974	1,542	- 21.9
Canada	13,286	9,235	- 30.5	23,744	17,493	- 26.3

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,166	2,230	+ 3.0	1,656	1,664	+ 0.5
Quebec	4,063	3,771	- 7.2	3,565	3,235	- 9.3
Ontario	11,028	9,892	- 10.3	8,711	7,416	- 14.9
Manitoba	1,143	828	- 27.6	950	674	- 29.1
Saskatchewan	1,670	1,116	- 33.2	1,297	839	- 35.3
Alberta	2,689	2,249	- 16.4	2,267	1,801	- 20.6
British Columbia	2,146	1,911	- 11.0	1,968	1,780	- 9.6
Canada	24,905	21,997	- 11.7	20,414	17,409	- 14.7
Commercial Vehicles						
Atlantic Provinces	682	641	- 6.0	491	460	- 6.3
Quebec	868	889	+ 2.4	900	833	- 7.4
Ontario	1,497	1,456	- 2.7	1,261	1,189	- 5.7
Manitoba	314	183	- 41.7	233	144	- 38.2
Saskatchewan	585	373	- 36.2	543	261	- 51.9
Alberta	868	687	- 20.9	810	715	- 11.7
British Columbia	425	471	+ 10.8	436	488	+ 11.9
Canada	5,239	4,700	- 10.3	4,674	4,090	- 12.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,848	2,871	+ 0.8	2,147	2,124	- 1.1
Quebec	4,931	4,660	- 5.5	4,465	4,068	- 8.9
Ontario	12,525	11,348	- 9.4	9,972	8,605	- 13.7
Manitoba	1,457	1,011	- 30.6	1,183	818	- 30.9
Saskatchewan	2,255	1,489	- 34.0	1,840	1,100	- 40.2
Alberta	3,557	2,936	- 17.5	3,077	2,516	- 18.2
British Columbia	2,571	2,382	- 7.4	2,404	2,268	- 5.7
Canada	30,144	26,697	- 11.4	25,088	21,499	- 14.3

(1) Revised

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MERCHANDISING FILE " "

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER 1954

New Motor Vehicle Sales

Sales of new motor vehicles in December 1954 were at approximately the same level as in the corresponding month of 1953 but the number of vehicles at 23,230 was 7% below the 25,075 sold in December 1953. There were wide differences reported for passenger cars and commercial vehicles. Sales of passenger cars in December 1954 were only 0.5% below the corresponding month of 1953 while the December 1954 retail value was up by 6.3%. On the other hand commercial vehicles showed decreases of 31% in number and 23.4% in value.

Cumulative figures for January to December 1954 indicated that the 381,882 new vehicles selling at a retail value of \$987,439,000 represented a decrease of 17.4% in number and 15.1% in value when compared with 1953. Passenger cars showed decreases of 13.7% in number and 11.5% in value while commercial vehicles recorded decreases of 30.3% in number and 27.2% in value. All provinces reported fewer units and lower retail sales for both passenger cars and commercial vehicles.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

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Sales of Buses, December 1953 and 1954

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u> \$000	<u>1954</u> \$000
Atlantic Provinces	2	3	17	74
Quebec	5	8	139	191
Ontario	22	3	412	9
Manitoba	9	5	178	96
Saskatchewan	-	2	-	32
Alberta	4	1	106	3
British Columbia	1	1	3	2
CANADA	43	23	855	407

Financing of Motor Vehicle Sales

New Vehicles - In December 1954 financing of new motor vehicle sales was 26.3% in number of vehicles and 22.9% in amount of financing below the corresponding month of 1953. Passenger car sales registered a drop of 21.9% in number and 16.3% in amount while the corresponding declines for commercial vehicles were 40.9% and 39.6% respectively.

The January-to-December cumulative financing for 1954 for new motor vehicles was 18.5% in number and 14.6% in amount below 1953. Financing of new passenger cars was down by 13.8% in number and 8.4% in amount while the corresponding declines for commercial vehicles were 34.3% and 31.9% respectively.

Used Vehicles - The number of used vehicles financed in December 1954 was 13.8% below the level of the corresponding month of 1953 and the amount of financing was down by 15.6%. Passenger cars showed declines of 14.7% in number and 15.8% in amount while the corresponding declines for commercial vehicles were 9.5% and 14.6% respectively.

January-to-December cumulative figures for 1954 showed a decrease of 14.8% in the number of used vehicles financed and 16.7% in amount. Corresponding declines were 14.7% and 16.0% respectively for passenger cars and 15.4% and 20.2% respectively for commercial vehicles.

Sales and Financing of New Vehicles Compared

<u>January to December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1953</u>	<u>1954</u>	<u>1953</u>	<u>1954</u>
No. Sold	359,172	309,837	103,354	72,045
No. Financed	146,431	126,151	42,621	28,005
% of Sales Financed	40.8	40.7	41.2	38.9

Note:

The financing shown herein represents only that business done by sales finance acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLE SALES

1951-52-53-54

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1954/1953

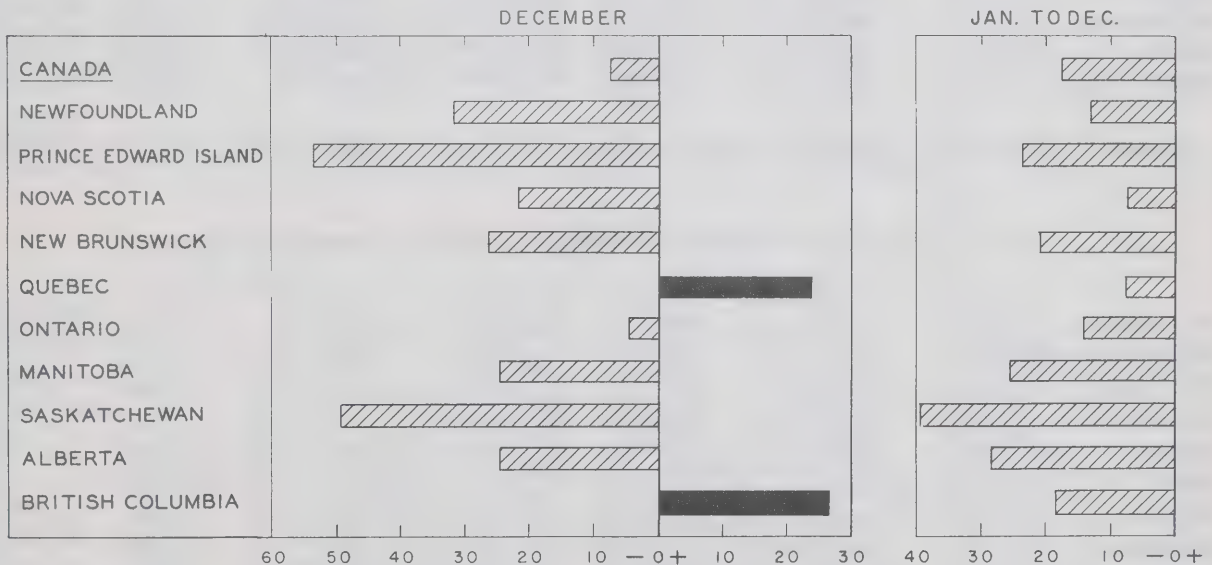


TABLE 1 New Motor Vehicle Sales, by Provinces
December 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ 000	\$000	%
Passenger Cars						
Newfoundland	330	199	- 39.7	807	500	- 38.0
Prince Edward Island...	97	42	- 56.7	238	104	- 56.3
Nova Scotia	690	609	- 11.7	1,687	1,527	- 9.5
New Brunswick	603	438	- 27.4	1,467	1,132	- 22.8
Quebec	3,130	3,930	+ 25.6	8,246	10,411	+ 26.3
Ontario	8,187	8,317	+ 1.6	20,500	23,383	+ 14.1
Manitoba	1,131	887	- 21.6	2,727	2,291	- 16.0
Saskatchewan	1,567	965	- 38.4	3,916	2,521	- 35.6
Alberta	2,144	1,837	- 14.3	5,451	4,737	- 13.1
British Columbia	1,569	2,123	+ 35.3	3,902	5,431	+ 39.2
Canada	19,448	19,347	- 0.5	48,941	52,037	+ 6.3
Commercial Vehicles						
Newfoundland	105	98	- 6.7	216	214	- 0.9
Prince Edward Island...	34	19	- 44.1	69	42	- 39.1
Nova Scotia	312	177	- 43.3	651	462	- 29.0
New Brunswick	210	161	- 23.3	458	375	- 18.1
Quebec	764	894	+ 17.0	2,326	3,200	+ 37.6
Ontario	1,910	1,306	- 31.6	5,467	3,800	- 30.5
Manitoba	301	193	- 35.9	904	580	- 35.8
Saskatchewan	726	199	- 72.6	1,650	477	- 71.1
Alberta	848	441	- 48.0	2,197	1,169	- 46.8
British Columbia	417	395	- 5.3	1,042	1,154	+ 10.7
Canada	5,627	3,883	- 31.0	14,980	11,473	- 23.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	435	297	- 31.7	1,023	714	- 30.2
Prince Edward Island...	131	61	- 53.4	307	146	- 52.4
Nova Scotia	1,002	786	- 21.6	2,338	1,989	- 14.9
New Brunswick	813	599	- 26.3	1,925	1,507	- 21.7
Quebec	3,894	4,824	+ 23.9	10,572	13,611	+ 28.7
Ontario	10,097	9,623	- 4.7	25,967	27,183	+ 4.7
Manitoba	1,432	1,080	- 24.6	3,631	2,871	- 20.9
Saskatchewan	2,293	1,164	- 49.2	5,566	2,998	- 46.1
Alberta	2,992	2,278	- 23.9	7,648	5,906	- 22.8
British Columbia	1,986	2,518	+ 26.8	4,944	6,585	+ 33.2
Canada	25,075	23,230	- 7.4	63,921	63,510	- 0.6

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces

January-to-December 1953 and 1954

Province	Number			Retail Value		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$000	\$000	%
Passenger Cars						
Newfoundland	4,095	3,660	- 10.6	9,672	8,791	- 9.1
Prince Edward Island...	1,454	1,090	- 25.0	3,501	2,680	- 23.5
Nova Scotia	11,660	11,104	- 4.8	28,347	27,312	- 3.7
New Brunswick	9,786	7,931	- 19.0	24,108	19,740	- 18.1
Quebec	68,919	65,524	- 4.9	178,190	172,630	- 3.1
Ontario	158,087	140,727	- 11.0	394,864	361,211	- 8.5
Manitoba	19,253	15,116	- 21.5	47,594	38,482	- 19.1
Saskatchewan	24,037	16,134	- 32.9	61,398	42,038	- 31.5
Alberta	29,028	22,093	- 23.9	73,163	57,408	- 21.5
British Columbia	32,853	26,458	- 19.5	78,889	65,747	- 16.7
Canada	359,172	309,837	- 13.7	899,726	796,039	- 11.5
Commercial Vehicles						
Newfoundland	1,806	1,475	- 18.3	3,866	3,267	- 15.5
Prince Edward Island...	756	599	- 20.8	1,574	1,278	- 18.8
Nova Scotia	3,838	3,201	- 16.6	8,242	7,205	- 12.6
New Brunswick	3,333	2,434	- 27.0	7,371	5,752	- 22.0
Quebec	17,765	14,423	- 18.8	50,034	41,444	- 17.2
Ontario	35,477	24,951	- 29.7	92,795	68,198	- 26.5
Manitoba	5,954	3,654	- 38.6	15,139	9,923	- 34.5
Saskatchewan	12,543	6,000	- 52.2	28,969	14,427	- 50.2
Alberta	14,286	8,840	- 38.1	35,233	22,713	- 35.5
British Columbia	7,596	6,468	- 14.8	19,522	17,193	- 11.9
Canada	103,354	72,045	- 30.3	262,745	191,400	- 27.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	5,901	5,135	- 13.0	13,538	12,058	- 10.9
Prince Edward Island...	2,210	1,689	- 23.6	5,075	3,958	- 22.0
Nova Scotia	15,498	14,305	- 7.7	36,589	34,517	- 5.7
New Brunswick	13,119	10,365	- 21.0	31,479	25,492	- 19.0
Quebec	86,684	79,947	- 7.8	228,224	214,074	- 6.2
Ontario	193,564	165,678	- 14.4	487,659	429,409	- 11.9
Manitoba	25,207	18,770	- 25.5	62,733	48,405	- 22.8
Saskatchewan	36,580	22,134	- 39.5	90,367	56,465	- 37.5
Alberta	43,314	30,933	- 28.6	108,396	80,121	- 26.1
British Columbia	40,449	32,926	- 18.6	98,411	82,940	- 15.7
Canada	462,526	381,882	- 17.4	1,162,471	987,439	- 15.1

(1) Revised.

TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces
December 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ 000	\$ 000	%
Passenger Cars						
Atlantic Provinces	691	503	- 27.2	1,147	910	- 20.7
Quebec	1,597	1,308	- 18.1	3,007	2,664	- 11.4
Ontario	3,612	2,969	- 17.8	6,134	5,346	- 12.8
Manitoba	353	229	- 35.1	582	407	- 30.1
Saskatchewan	626	298	- 52.4	1,050	528	- 49.7
Alberta	1,053	756	- 28.2	1,890	1,470	- 22.2
British Columbia	750	714	- 4.8	1,382	1,397	+ 1.1
Canada	8,682	6,777	- 21.9	15,192	12,722	- 16.3
Commercial Vehicles						
Atlantic Provinces	272	169	- 37.9	442	365	- 17.4
Quebec	506	356	- 29.6	1,713	982	- 42.7
Ontario	813	489	- 39.9	1,695	1,111	- 34.5
Manitoba	107	43	- 59.8	215	109	- 49.3
Saskatchewan	247	70	- 71.7	509	120	- 76.4
Alberta	431	235	- 45.5	1,038	613	- 40.9
British Columbia	183	150	- 18.0	469	371	- 20.9
Canada	2,559	1,512	- 40.9	6,081	3,671	- 39.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	963	672	- 30.2	1,589	1,275	- 19.8
Quebec	2,103	1,664	- 20.9	4,720	3,646	- 22.8
Ontario	4,425	3,458	- 21.9	7,829	6,457	- 17.5
Manitoba	460	272	- 40.9	797	516	- 35.3
Saskatchewan	873	368	- 57.8	1,559	648	- 58.4
Alberta	1,484	991	- 33.2	2,928	2,083	- 28.9
British Columbia	933	864	- 7.4	1,851	1,768	- 4.5
Canada	11,241	8,289	- 26.3	21,273	16,393	- 22.9

(1) Revised.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
January-to-December 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ 000	\$ 000	%
Passenger Cars						
Atlantic Provinces	11,984	10,597	- 11.6	20,059	18,539	- 7.6
Quebec	32,400	29,721	- 8.3	60,202	57,765	- 4.0
Ontario	58,361	54,837	- 6.0	96,584	97,228	+ 0.7
Manitoba	7,350	5,224	- 28.9	12,113	9,255	- 23.6
Saskatchewan	8,368	5,841	- 30.2	13,955	10,364	- 25.7
Alberta	15,195	10,759	- 29.2	26,918	20,098	- 25.3
British Columbia	12,773	9,172	- 28.2	22,329	17,723	- 20.6
Canada	146,431	126,151	- 13.8	252,160	230,972	- 8.4
Commercial Vehicles						
Atlantic Provinces	4,442	3,310	- 25.5	7,951	6,260	- 21.3
Quebec	8,510	6,614	- 22.3	19,673	15,072	- 23.4
Ontario	12,982	8,606	- 33.7	25,578	17,494	- 31.6
Manitoba	2,139	1,152	- 46.1	4,104	2,386	- 41.9
Saskatchewan	4,014	1,956	- 51.3	8,059	4,131	- 48.7
Alberta	7,265	3,844	- 47.1	17,060	9,736	- 42.9
British Columbia	3,269	2,523	- 22.8	7,662	6,275	- 18.1
Canada	42,621	28,005	- 34.3	90,087	61,354	- 31.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	16,426	13,907	- 15.3	28,010	24,799	- 11.5
Quebec	40,910	36,335	- 11.2	79,875	72,837	- 8.8
Ontario	71,343	63,443	- 11.1	122,162	114,722	- 6.1
Manitoba	9,489	6,376	- 32.8	16,217	11,641	- 28.2
Saskatchewan	12,382	7,797	- 37.0	22,014	14,495	- 34.2
Alberta	22,460	14,603	- 35.0	43,978	29,834	- 32.2
British Columbia	16,042	11,695	- 27.1	29,991	23,998	- 20.0
Canada	189,052	154,156	- 18.5	342,247	292,326	- 14.6

(1) Revised.

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
December 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ 000	\$ 000	%
Passenger Cars						
Atlantic Provinces	2,100	1,831	- 12.8	1,595	1,403	- 12.0
Quebec	3,494	2,894	- 17.2	3,083	2,586	- 16.1
Ontario	9,336	8,051	- 13.8	7,327	6,242	- 14.8
Manitoba	805	622	- 22.7	705	487	- 30.9
Saskatchewan	1,371	967	- 29.5	1,099	715	- 34.9
Alberta	2,205	2,117	- 4.0	1,894	1,691	- 10.7
British Columbia	2,147	1,815	- 15.5	1,996	1,771	- 11.3
Canada	21,458	18,297	- 14.7	17,699	14,895	- 15.8
Commercial Vehicles						
Atlantic Provinces	601	542	- 9.8	435	369	- 15.2
Quebec	800	748	- 6.5	809	776	- 4.1
Ontario	1,352	1,285	- 5.0	1,180	982	- 16.8
Manitoba	234	147	- 37.2	188	103	- 45.2
Saskatchewan	448	329	- 26.6	365	240	- 34.2
Alberta	737	714	- 3.1	754	687	- 8.9
British Columbia	393	365	- 7.1	396	366	- 7.6
Canada	4,565	4,130	- 9.5	4,127	3,523	- 14.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,701	2,373	- 12.1	2,030	1,772	- 12.7
Quebec	4,294	3,642	- 15.2	3,892	3,362	- 13.6
Ontario	10,688	9,336	- 12.6	8,507	7,224	- 15.1
Manitoba	1,039	769	- 26.0	893	590	- 33.9
Saskatchewan	1,819	1,296	- 28.8	1,464	955	- 34.8
Alberta	2,942	2,831	- 3.8	2,648	2,378	- 10.2
British Columbia	2,540	2,180	- 14.2	2,392	2,137	- 10.7
Canada	26,023	22,427	- 13.8	21,826	18,418	- 15.6

(1) Revised.

TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
January-to-December 1953 and 1954

Province	Number of Vehicles			Amount of Financing		
	1953 (1)	1954	% Change, 1954/1953	1953 (1)	1954	% Change, 1954/1953
			%	\$ 000	\$ 000	%
Passenger Cars						
Atlantic Provinces	34,812	33,141	- 4.8	26,341	25,252	- 4.1
Quebec	66,203	62,047	- 6.3	59,335	55,386	- 6.7
Ontario	169,736	142,629	- 16.0	137,524	113,790	- 17.3
Manitoba	18,238	13,570	- 25.6	15,288	11,304	- 26.1
Saskatchewan	21,216	17,098	- 19.4	16,809	13,238	- 21.2
Alberta	37,401	29,595	- 20.9	32,736	24,375	- 25.5
British Columbia	34,500	27,906	- 19.1	32,288	25,810	- 20.1
Canada	382,106	325,986	- 14.7	320,321	269,155	- 16.0
Commercial Vehicles						
Atlantic Provinces	9,440	8,542	- 9.5	6,972	6,006	- 13.9
Quebec	12,204	10,939	- 10.4	11,923	9,867	- 17.2
Ontario	21,325	18,314	- 14.1	18,411	14,658	- 20.4
Manitoba	3,531	2,532	- 28.3	2,936	2,097	- 28.6
Saskatchewan	6,279	4,533	- 27.8	5,631	3,650	- 35.2
Alberta	10,569	8,215	- 22.3	10,843	8,244	- 24.0
British Columbia	6,006	5,602	- 6.7	6,261	5,717	- 8.7
Canada	69,354	58,677	- 15.4	62,977	50,239	- 20.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	44,252	41,683	- 5.8	33,313	31,258	- 6.2
Quebec	78,407	72,986	- 6.9	71,258	65,253	- 8.4
Ontario	191,061	160,943	- 15.8	155,935	128,448	- 17.6
Manitoba	21,769	16,102	- 26.0	18,224	13,401	- 26.5
Saskatchewan	27,495	21,631	- 21.3	22,440	16,888	- 24.7
Alberta	47,970	37,810	- 21.2	43,579	32,619	- 25.1
British Columbia	40,506	33,508	- 17.3	38,549	31,527	- 18.2
Canada	451,460	384,663	- 14.8	383,298	319,394	- 16.7

(1) Revised.

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OTTAWA - CANADA

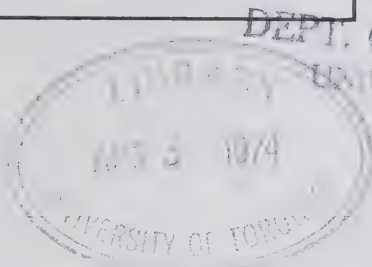
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MERCHANDISING FILE

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Statistics Canada

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JANUARY 1955

New Motor Vehicle Sales

The number of passenger cars and commercial vehicles sold in January 1955 was below the number sold in January 1954 although the value of passenger cars sold in the first month of 1955 slightly exceeded the corresponding month of the previous year. For total motor vehicle sales the number showed a decrease of 7.6% while retail value was down by 2.9%.

Sales of passenger cars were 3.8% lower in number and 1.1% higher in value with large decreases typical in central Canada and large increases reported from the Atlantic and Pacific regions. The number of commercial vehicles sold was down by 23.0% and the value by 17.7%. Decreases were general in all provinces.

European passenger car sales for January 1955 exceeded those of January 1954 by over 18% in both number and value. In January 1955, 1,106 passenger cars valued at \$2,102,000 were sold compared with 858 at \$1,636,000 for the first month of last year. The number of commercial vehicles rose from 78 to 87 and their value from \$154,000 to \$177,000 in the monthly comparison.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division

6505-506

7-3-55

Sales of Buses, January 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954</u>	<u>1955</u>	<u>1954</u> \$ '000	<u>1955</u> \$ '000
Atlantic Provinces	2	1	8	3
Quebec	1	4	3	53
Ontario	1	4	3	32
Manitoba	4	-	66	-
Saskatchewan	-	-	-	-
Alberta	-	2	-	23
British Columbia	9	1	204	3
Canada	17	12	284	114

Financing of Motor Vehicle SalesNew Vehicles

In January 1954 there were reductions in the numbers and values of both passenger cars and commercial vehicles financed in comparison with the corresponding month of the previous year. There were 16.4% fewer vehicles financed and the amount of financing was 12.5% less. The amount of financing showed a reduction of 6.7% for passenger cars and 30.0% for commercial vehicles.

Used Vehicles

In contrast to new vehicles, the financing of used motor sales showed an increase in January 1955 in comparison with January 1954. For used motor vehicles as a whole this increase was 8.9% in volume and 6.9% in value. The amount of financing showed an increase of 7.3% for passenger cars and 5.1% for commercial vehicles.

Note: The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
January 1954 and 1955

Province	Number			Retail Value		
	1954	1955	% Change, 1955/1954	1954	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	137	263	+ 92.0	322	660	+ 105.0
Prince Edward Island...	42	67	+ 59.5	106	167	+ 57.5
Nova Scotia	544	539	- 0.9	1,344	1,337	- 0.5
New Brunswick	361	364	+ 0.8	918	933	+ 1.6
Quebec	3,638	3,238	- 11.0	9,478	9,107	- 3.9
Ontario	9,245	8,818	- 4.6	23,127	23,405	+ 1.2
Manitoba	774	550	- 28.9	1,960	1,442	- 26.4
Saskatchewan	1,025	708	- 30.9	2,640	1,897	- 28.1
Alberta	1,310	1,315	+ 0.4	3,346	3,410	+ 1.9
British Columbia	1,431	1,949	+ 36.2	3,495	4,884	+ 39.7
Canada	18,507	17,810	- 3.8	46,736	47,242	+ 1.1
Commercial Vehicles						
Newfoundland	71	58	- 18.3	148	123	- 16.9
Prince Edward Island...	18	13	- 27.8	37	28	- 24.3
Nova Scotia	215	84	- 60.9	459	193	- 58.0
New Brunswick	155	113	- 27.1	408	299	- 26.7
Quebec	913	754	- 17.4	2,565	2,538	- 1.1
Ontario	1,506	1,429	- 5.1	4,332	3,894	- 10.1
Manitoba	258	104	- 59.7	709	294	- 58.5
Saskatchewan	461	175	- 62.0	1,080	400	- 63.0
Alberta	630	456	- 27.6	1,500	1,295	- 13.7
British Columbia	399	378	- 5.3	1,163	1,138	- 2.1
Canada	4,626	3,564	- 23.0	12,401	10,202	- 17.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	208	321	+ 54.3	470	783	+ 66.6
Prince Edward Island...	60	80	+ 33.3	143	195	+ 36.4
Nova Scotia	759	623	- 17.9	1,803	1,530	- 15.1
New Brunswick	516	477	- 7.6	1,326	1,232	- 7.1
Quebec	4,551	3,992	- 12.3	12,043	11,645	- 3.3
Ontario	10,751	10,246	- 4.7	27,459	27,299	- 0.6
Manitoba	1,032	654	- 36.6	2,669	1,736	- 35.0
Saskatchewan	1,486	883	- 40.6	3,720	2,297	- 38.3
Alberta	1,940	1,771	- 8.7	4,846	4,705	- 2.9
British Columbia	1,830	2,327	+ 27.2	4,658	6,022	+ 29.3
Canada	23,133	21,374	- 7.6	59,137	57,444	- 2.9

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
January 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954	1955	% Change, 1955/1954	1954	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	458	419	- 8.5	783	753	- 3.8
Quebec	1,260	1,145	- 9.1	2,466	2,316	- 6.1
Ontario	3,160	2,726	- 13.7	5,357	4,980	- 7.0
Manitoba	307	180	- 41.4	508	321	- 36.8
Saskatchewan	352	244	- 30.7	590	442	- 25.1
Alberta	701	613	- 12.6	1,274	1,165	- 8.6
British Columbia	542	639	+ 17.9	1,015	1,215	+ 19.7
Canada	6,780	5,966	- 12.0	11,993	11,192	- 6.7
Commercial Vehicles						
Atlantic Provinces	176	133	- 24.4	301	260	- 13.6
Quebec	397	279	- 29.7	937	665	- 29.0
Ontario	593	386	- 34.9	1,286	933	- 27.4
Manitoba	78	30	- 61.5	189	70	- 63.0
Saskatchewan	138	47	- 65.9	325	91	- 72.0
Alberta	272	198	- 27.2	643	457	- 28.9
British Columbia	149	136	- 8.7	332	335	+ 0.9
Canada	1,803	1,209	- 32.9	4,013	2,811	- 30.0
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	634	552	- 12.9	1,084	1,013	- 6.5
Quebec	1,657	1,424	- 14.1	3,403	2,981	- 12.4
Ontario	3,753	3,112	- 17.1	6,643	5,913	- 11.0
Manitoba	385	210	- 45.5	697	391	- 44.1
Saskatchewan	490	291	- 40.6	915	533	- 41.7
Alberta	973	811	- 16.6	1,917	1,622	- 15.4
British Columbia	691	775	+ 12.2	1,347	1,550	+ 15.1
Canada	8,583	7,175	- 16.4	16,006	14,003	- 12.5

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces

January 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954	1955	% Change, 1955/1954	1954	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,209	1,461	+ 20.8	936	1,179	+ 26.0
Quebec	2,107	2,342	+ 11.2	1,999	2,153	+ 7.7
Ontario	7,227	7,302	+ 1.0	5,815	5,916	+ 1.7
Manitoba	642	586	- 8.7	586	490	- 16.4
Saskatchewan	661	672	+ 1.7	520	482	- 7.3
Alberta	1,297	1,669	+ 28.7	1,124	1,411	+ 25.5
British Columbia	1,449	1,718	+ 18.6	1,357	1,601	+ 18.0
Canada	14,592	15,750	+ 7.9	12,337	13,232	+ 7.3
Commercial Vehicles						
Atlantic Provinces	371	405	+ 9.2	273	289	+ 5.9
Quebec	511	542	+ 6.1	535	663	+ 23.9
Ontario	937	1,056	+ 12.7	874	854	- 2.3
Manitoba	134	139	+ 3.7	122	116	- 4.9
Saskatchewan	183	220	+ 20.2	181	189	+ 4.4
Alberta	418	504	+ 20.6	443	424	- 4.3
British Columbia	260	333	+ 28.1	282	314	+ 11.3
Canada	2,814	3,199	+ 13.7	2,710	2,849	+ 5.1
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,580	1,866	+ 18.1	1,209	1,468	+ 21.4
Quebec	2,618	2,884	+ 10.2	2,534	2,816	+ 11.1
Ontario	8,164	8,358	+ 2.4	6,689	6,770	+ 1.2
Manitoba	776	725	- 6.6	708	606	- 14.4
Saskatchewan	844	892	+ 5.7	701	671	- 4.3
Alberta	1,715	2,173	+ 26.7	1,567	1,835	+ 17.1
British Columbia	1,709	2,051	+ 20.0	1,639	1,915	+ 16.8
Canada	17,406	18,949	+ 8.9	15,047	16,081	+ 6.9

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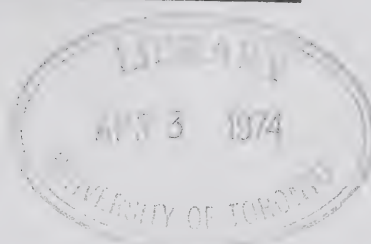
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DEPT. OF POLITICAL ECONOMY

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

FEBRUARY 1955

New Motor Vehicle Sales

Sales of new motor vehicles in February 1955 exceeded those of the previous month but remained 12.6% in number and 8.9% in value below sales for February 1954.

In February 1955, there were 22,084 passenger cars sold for \$58,041,000, a decrease of 7.2% in number and 4.1% in value when compared with the corresponding month of the previous year. Commercial vehicles recorded a drop of 33.1% in number and 26.5% in value with 4,210 vehicles sold in February 1955 compared with 6,294 in February 1954.

European passenger car sales were only slightly below the levels of the corresponding month of the previous year and an increase in excess of 25% was reported for commercial vehicles. In February 1955, 1,320 passenger cars were sold at \$2,502,000 compared with 1,337 at \$2,539,000 for February 1954. There were 149 commercial vehicles sold for \$297,000 in February 1955 compared with 119 at \$232,000 for the previous February.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506
29-3-55

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of Buses, February 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954</u>	<u>1955</u>	<u>1954</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	1	1	3	26
Quebec	1	1	7	15
Ontario	11	2	183	6
Manitoba	2	1	39	20
Saskatchewan	2	1	6	3
Alberta	-	1	-	29
British Columbia	11	1	212	3
Canada	28	8	450	102

Financing of Motor Vehicle SalesNew Vehicles

In February 1955 there were reductions in both the number and retail value of both passenger cars and commercial vehicles financed in comparison with the corresponding month of the previous year. There were 20.5% fewer vehicles financed and the amount of financing was 15.5% less. The amount of financing showed a reduction of 8.3% for passenger cars and 37.8% for commercial vehicles.

Used Vehicles

In February 1955, the financing of used vehicles was only slightly below the level of February 1954 amounting to a drop of only .4% in number and 1.4% in amount of financing. For passenger cars, the decrease in the amount of financing was only 1.0% while for commercial vehicles it amounted to 3.2%.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLES SALES

1952-53-54-55

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1955/1954

FEBRUARY

JANUARY TO FEBRUARY

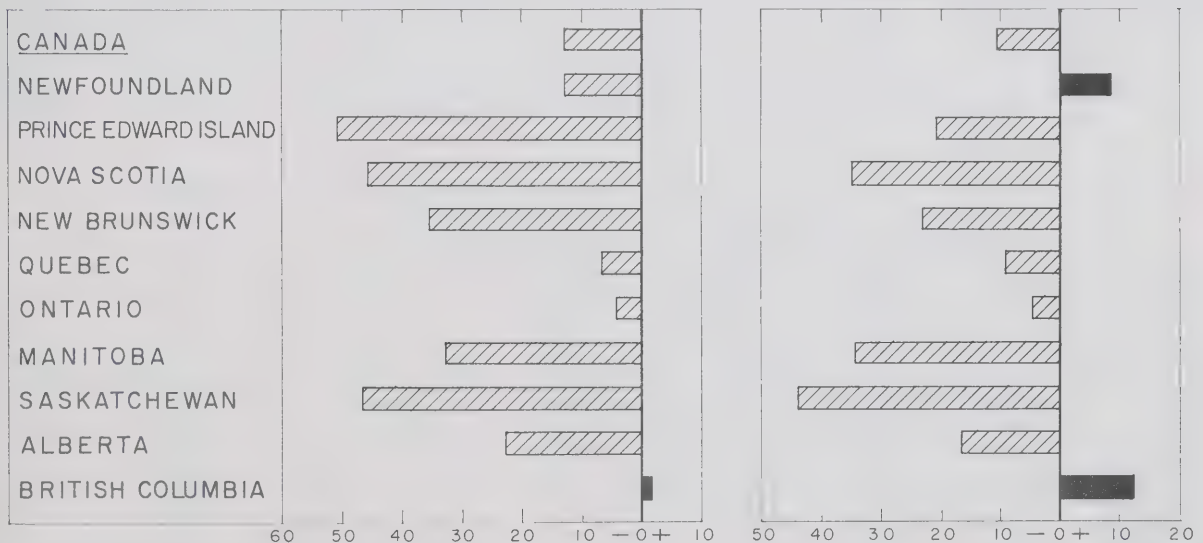


TABLE 1 New Motor Vehicle Sales, by Provinces
February 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	296	277	- 6.4	690	700	+ 1.4
Prince Edward Island...	61	43	-29.5	156	107	- 31.4
Nova Scotia	830	450	-45.8	2,045	1,112	- 45.6
New Brunswick	482	338	-29.9	1,214	864	- 28.8
Quebec	4,700	4,580	- 2.6	12,231	12,347	+ 0.9
Ontario	10,625	10,716	+ 0.9	26,721	28,262	+ 5.8
Manitoba	1,291	942	-27.0	3,324	2,439	- 26.6
Saskatchewan	1,499	852	-43.2	3,983	2,243	- 43.7
Alberta	1,850	1,592	-13.9	4,856	4,207	- 13.4
British Columbia	2,154	2,294	+ 6.5	5,330	5,760	+ 8.1
Canada	23,788	22,084	- 7.2	60,550	58,041	- 4.1
Commercial Vehicles						
Newfoundland	125	91	-27.2	264	207	- 21.6
Prince Edward Island...	48	11	-77.1	102	23	- 77.5
Nova Scotia	303	165	-45.5	642	396	- 38.3
New Brunswick	153	73	-52.3	340	226	- 33.5
Quebec	1,182	908	-23.2	3,134	3,031	- 3.3
Ontario	2,346	1,740	-25.8	6,369	4,778	- 25.0
Manitoba	318	141	-55.7	827	384	- 53.6
Saskatchewan	572	259	-54.7	1,363	575	- 57.8
Alberta	723	393	-45.6	1,785	1,110	- 37.8
British Columbia	524	429	-18.1	1,488	1,265	- 15.0
Canada	6,294	4,210	-33.1	16,314	11,995	- 26.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	421	368	-12.6	954	907	- 4.9
Prince Edward Island...	109	54	-50.5	258	130	- 49.6
Nova Scotia	1,133	615	-45.7	2,687	1,508	- 43.9
New Brunswick	635	411	-35.3	1,554	1,090	- 29.9
Quebec	5,882	5,488	- 6.7	15,365	15,378	+ 0.1
Ontario	12,971	12,456	- 4.0	33,090	33,040	- 0.2
Manitoba	1,609	1,083	-32.7	4,151	2,823	- 32.0
Saskatchewan	2,071	1,111	-46.4	5,346	2,818	- 47.3
Alberta	2,573	1,985	-22.9	6,641	5,317	- 19.9
British Columbia	2,678	2,723	+ 1.7	6,818	7,025	+ 3.0
Canada	30,082	26,294	-12.6	76,864	70,036	- 8.9

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
February 1954 and February 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	539	434	- 19.5	948	788	- 16.9
Quebec	1,649	1,603	- 2.8	3,090	3,238	+ 4.8
Ontario	3,641	3,176	- 12.8	6,115	5,915	- 3.3
Manitoba	381	229	- 39.9	686	419	- 38.9
Saskatchewan	468	200	- 57.3	814	377	- 53.7
Alberta	782	607	- 22.4	1,464	1,171	- 20.0
British Columbia	605	593	- 2.0	1,110	1,133	+ 2.1
Canada	8,065	6,842	- 15.2	14,227	13,041	- 8.3
Commercial Vehicles						
Atlantic Provinces	208	129	- 38.0	386	248	- 35.8
Quebec	492	310	- 37.0	1,211	743	- 38.6
Ontario	676	432	- 36.1	1,484	905	- 39.0
Manitoba	103	33	- 68.0	196	78	- 60.2
Saskatchewan	170	64	- 62.4	314	121	- 61.5
Alberta	324	161	- 50.3	810	416	- 48.6
British Columbia	167	145	- 13.2	363	499	+ 37.5
Canada	2,140	1,274	- 40.5	4,764	3,010	- 37.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	747	563	- 24.6	1,334	1,036	- 22.3
Quebec	2,141	1,913	- 10.6	4,301	3,981	- 7.4
Ontario	4,317	3,608	- 16.4	7,599	6,820	- 10.3
Manitoba	484	262	- 45.9	882	497	- 43.7
Saskatchewan	638	264	- 58.6	1,128	498	- 55.9
Alberta	1,106	768	- 30.6	2,274	1,587	- 30.2
British Columbia	772	738	- 4.4	1,473	1,632	+ 10.8
Canada	10,205	8,116	- 20.5	18,991	16,051	- 15.5

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
February 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,439	1,623	+ 12.8	1,132	1,290	+ 14.0
Quebec	2,862	3,042	+ 6.3	2,630	2,773	+ 5.4
Ontario	8,920	8,621	- 3.4	7,263	6,960	- 4.2
Manitoba	936	621	- 33.7	861	510	- 40.8
Saskatchewan	1,028	666	- 35.2	834	518	- 37.9
Alberta	1,818	1,991	+ 9.5	1,537	1,623	+ 5.6
British Columbia	1,718	2,136	+ 24.3	1,571	1,993	+ 26.9
Canada	18,721	18,700	- 0.1	15,828	15,667	- 1.0
Commercial Vehicles						
Atlantic Provinces	392	389	- 0.8	299	268	- 10.4
Quebec	594	556	- 6.4	575	506	- 12.0
Ontario	1,103	1,033	- 6.3	950	771	- 18.8
Manitoba	180	155	- 13.9	142	167	+ 17.6
Saskatchewan	281	203	- 27.8	221	153	- 30.8
Alberta	492	549	+ 11.6	506	567	+ 12.1
British Columbia	311	391	+ 25.7	298	463	+ 55.4
Canada	3,353	3,276	- 2.3	2,991	2,895	- 3.2
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,831	2,012	+ 9.9	1,431	1,558	+ 8.9
Quebec	3,456	3,598	+ 4.1	3,205	3,279	+ 2.3
Ontario	10,023	9,654	- 3.7	8,213	7,731	- 5.9
Manitoba	1,116	776	- 30.5	1,003	677	- 32.5
Saskatchewan	1,309	869	- 33.6	1,055	671	- 36.4
Alberta	2,310	2,540	+ 10.0	2,043	2,190	+ 7.2
British Columbia	2,029	2,527	+ 24.5	1,869	2,456	+ 31.4
Canada	22,074	21,976	- 0.4	18,819	18,562	- 1.4

(1) Revised

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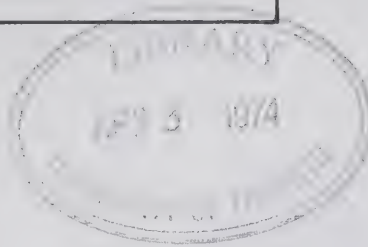
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OTTAWA - CANADA

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UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY



Vol. 27 - No. 3

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH 1955

New Motor Vehicle Sales

Sales of new motor vehicles in March, as would be expected, exceeded February sales to a considerable extent but were much lower than sales in March, 1954. The 35,627 vehicles sold in March were 20.7% lower than the 44,944 sold in March a year ago and the retail value showed a decrease of 21.0%.

The sales of commercial vehicles contributed to this overall decrease to a greater extent than did passenger car sales. Their decrease was 44.8% in number and 38.5% in value while passenger cars sold showed a drop of 15.1% and 16.8% in value. Total sales of passenger and commercial vehicles for the first three months of 1955, with 1954 in brackets, amounted to 83,295 (98,176) and the value \$219,894,000 (\$253,029,000).

The number of European-made vehicles sold was 30.2% lower in March 1955 than 1954 and the retail value of sales showed a decrease of 32.1%. These decreases were entirely attributed to passenger car sales.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-35

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of Buses, March 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954</u>	<u>1955</u>	<u>1954</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	2	-	30	-
Quebec	22	3	631	9
Ontario	12	32	187	662
Manitoba	2	5	36	72
Saskatchewan	2	2	32	32
Alberta	1	1	3	28
British Columbia	-	2	-	7
Canada	41	45	919	810

Financing of Motor Vehicle SalesNew Vehicles

A considerable reduction occurred during March in the financing of new commercial vehicles; the number financed was 43.8% lower than a year ago and the amount of financing was approximately 40% below the previous year's level. Passenger car financing, however, showed lesser decreases in both number and amount. The financing for the first three months of 1955, passenger and commercial vehicles combined, showed a decrease of 17.3% in number and 12.6% in amount.

Used Vehicles

The number of used vehicles financed, while below the level of March 1954, was not as severe as the amount of financing. Both passenger cars and commercial vehicles showed considerable declines in the amount financed with the total 13.0% below the amount financed in March 1954.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

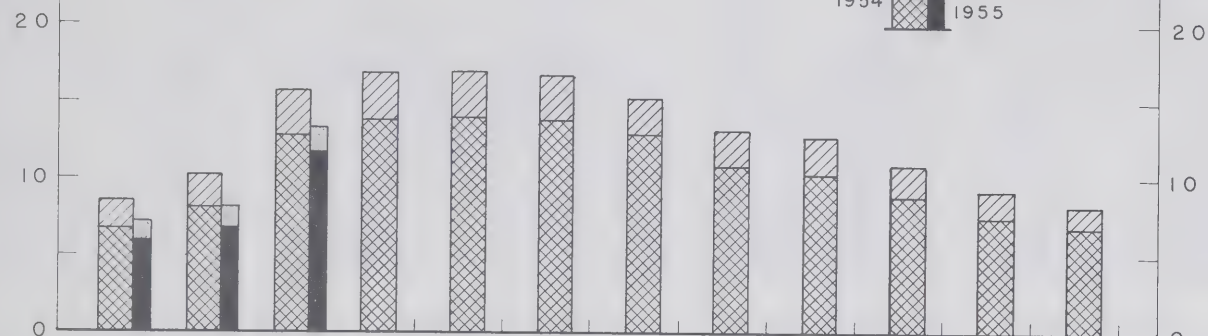
FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954 (REVISED)-1955

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

NEW VEHICLES

COMMERCIAL
1954
PASSENGER
1954
COMMERCIAL
1955
PASSENGER
1955



USED VEHICLES

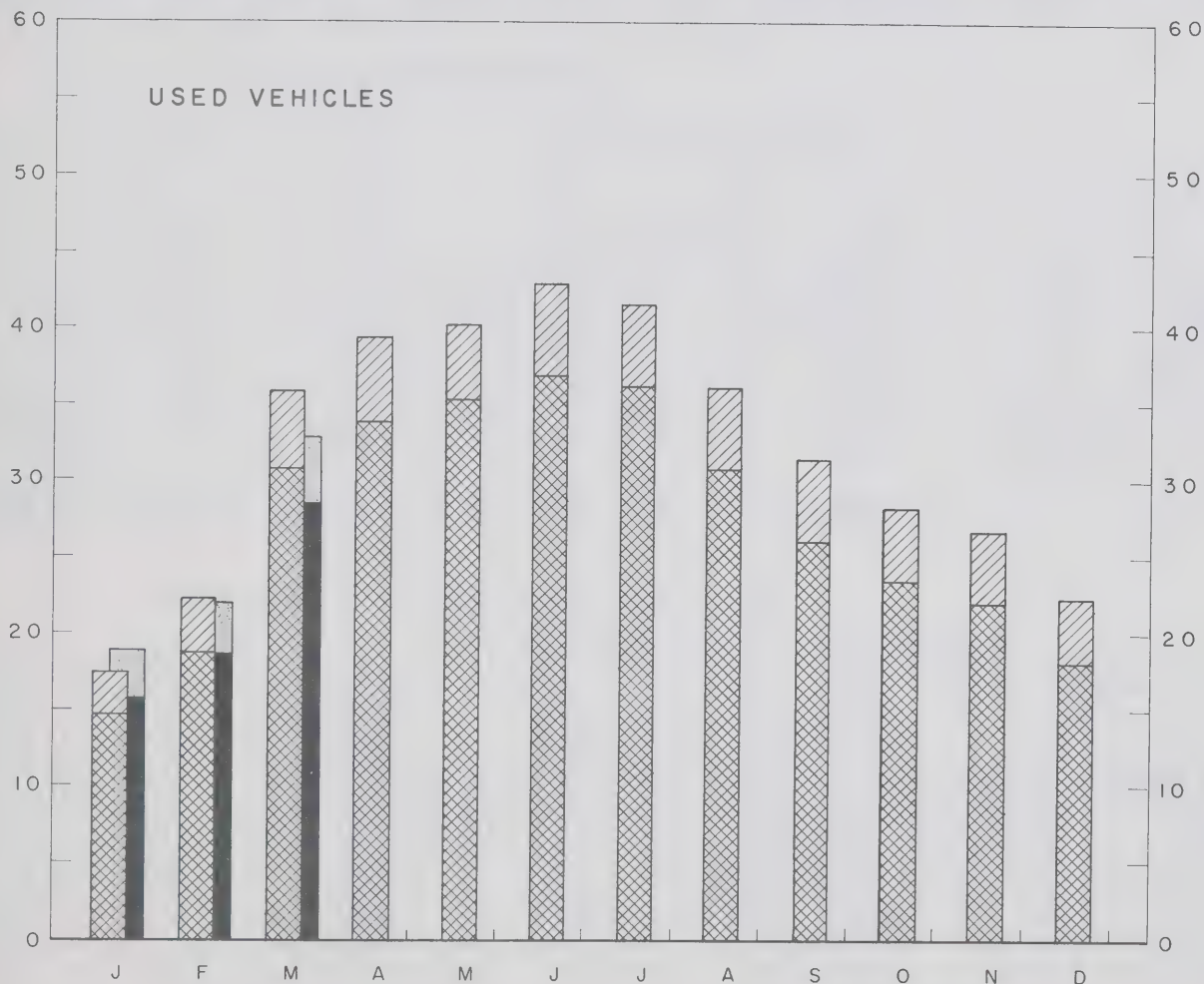


TABLE 1 New Motor Vehicle Sales, by Provinces
March 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	297	418	+ 40.7	756	1,009	+ 33.5
Prince Edward Island...	92	123	+ 33.7	229	296	+ 29.3
Nova Scotia	1,469	1,267	- 13.8	3,582	3,105	- 13.3
New Brunswick	1,077	967	- 10.2	2,700	2,407	- 10.9
Quebec	9,043	8,309	- 8.1	24,017	21,076	- 12.2
Ontario	13,926	12,265	- 11.9	36,383	31,622	- 13.1
Manitoba	2,103	1,315	- 37.5	5,403	3,351	- 38.0
Saskatchewan	2,245	1,136	- 49.4	5,832	2,906	- 50.2
Alberta	2,744	2,162	- 21.2	7,036	5,536	- 21.3
British Columbia	3,463	2,980	- 13.9	8,678	7,370	- 15.1
Canada	36,459	30,942	- 15.1	94,616	78,678	- 16.8
Commercial Vehicles						
Newfoundland	135	110	- 18.5	288	251	- 12.8
Prince Edward Island...	62	30	- 51.6	128	67	- 47.7
Nova Scotia	366	226	- 38.3	758	509	- 32.8
New Brunswick	290	179	- 38.3	719	428	- 40.5
Quebec	1,883	1,172	- 37.8	5,594	3,446	- 38.4
Ontario	2,794	1,375	- 50.8	7,513	4,619	- 38.5
Manitoba	391	250	- 36.1	1,003	960	- 4.3
Saskatchewan	797	345	- 56.7	1,881	826	- 56.1
Alberta	1,081	581	- 46.3	2,663	1,483	- 44.3
British Columbia	686	417	- 39.2	1,798	1,147	- 36.2
Canada	8,485	4,685	- 44.8	22,345	13,736	- 38.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	432	528	+ 22.2	1,044	1,260	+ 20.7
Prince Edward Island...	154	153	- 0.6	357	363	+ 1.7
Nova Scotia	1,835	1,493	- 18.6	4,340	3,614	- 16.7
New Brunswick	1,367	1,146	- 16.2	3,419	2,835	- 17.1
Quebec	10,926	9,481	- 13.2	29,611	24,522	- 17.2
Ontario	16,720	13,640	- 18.4	43,896	36,241	- 17.4
Manitoba	2,494	1,565	- 37.2	6,406	4,311	- 32.7
Saskatchewan	3,042	1,481	- 51.3	7,713	3,732	- 51.6
Alberta	3,825	2,743	- 28.3	9,699	7,019	- 27.6
British Columbia	4,149	3,397	- 18.1	10,476	8,517	- 19.7
Canada	44,944	35,627	- 20.7	116,961	92,414	- 21.0

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
March 1954 and February 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,068	914	- 14.4	1,791	1,686	- 5.9
Quebec	3,264	2,775	- 15.0	6,135	5,551	- 9.5
Ontario	5,005	5,555	+ 11.0	9,050	10,592	+ 17.0
Manitoba	579	353	- 39.0	1,003	646	- 35.6
Saskatchewan	686	306	- 55.4	1,186	580	- 51.1
Alberta	1,196	862	- 27.9	2,180	1,626	- 25.4
British Columbia	966	814	- 15.7	1,809	1,679	- 7.2
Canada	12,764	11,579	- 9.3	23,154	22,360	- 3.4
Commercial Vehicles						
Atlantic Provinces	293	180	- 38.6	495	324	- 34.5
Quebec	719	421	- 41.4	1,483	922	- 37.8
Ontario	910	598	- 34.3	1,748	1,219	- 30.3
Manitoba	129	51	- 60.5	228	102	- 55.3
Saskatchewan	242	54	- 77.7	463	101	- 78.2
Alberta	398	158	- 60.3	974	396	- 59.3
British Columbia	259	195	- 24.7	609	546	- 10.3
Canada	2,950	1,657	- 43.8	6,000	3,610	- 39.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,361	1,094	- 19.6	2,286	2,010	- 12.1
Quebec	3,983	3,196	- 19.8	7,618	6,473	- 15.0
Ontario	5,915	6,153	+ 4.0	10,798	11,811	+ 9.4
Manitoba	708	404	- 42.9	1,231	748	- 39.2
Saskatchewan	928	360	- 61.2	1,649	681	- 58.7
Alberta	1,594	1,020	- 36.0	3,154	2,022	- 35.9
British Columbia	1,225	1,009	- 17.6	2,418	2,225	- 8.0
Canada	15,714	13,236	- 15.8	29,154	25,970	- 10.9

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
March 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$ '000	%
Passenger Cars						
Atlantic Provinces	3,024	2,875	- 4.9	2,316	2,241	- 3.2
Quebec	5,989	5,370	- 10.3	5,493	4,790	- 12.8
Ontario	12,649	13,384	+ 5.8	10,309	10,127	- 1.8
Manitoba	1,395	804	- 42.4	1,202	660	- 45.1
Saskatchewan	1,737	1,051	- 39.5	1,376	800	- 41.9
Alberta	3,078	2,576	- 16.3	2,579	2,126	- 17.6
British Columbia	2,727	2,414	- 11.5	2,565	2,265	- 11.7
Canada	30,599	28,474	- 6.9	25,840	23,009	- 11.0
Commercial Vehicles						
Atlantic Provinces	707	641	- 9.3	481	417	- 13.3
Quebec	826	756	- 8.5	766	664	- 13.3
Ontario	1,593	1,452	- 8.9	1,271	1,047	- 17.6
Manitoba	234	142	- 39.3	197	129	- 34.5
Saskatchewan	447	247	- 44.7	410	172	- 58.0
Alberta	808	593	- 26.6	764	521	- 32.8
British Columbia	559	430	- 23.1	642	461	- 28.2
Canada	5,174	4,261	- 17.6	4,531	3,411	- 24.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,731	3,516	- 5.8	2,797	2,658	- 5.0
Quebec	6,815	6,126	- 10.1	6,259	5,454	- 12.9
Ontario	14,242	14,836	+ 4.2	11,580	11,174	- 3.5
Manitoba	1,629	946	- 41.9	1,399	789	- 43.6
Saskatchewan	2,184	1,298	- 40.6	1,786	972	- 45.6
Alberta	3,886	3,169	- 18.5	3,343	2,647	- 20.8
British Columbia	3,286	2,844	- 13.5	3,207	2,726	- 15.0
Canada	35,773	32,735	- 8.5	30,371	26,420	- 13.0

(1) Revised

63-007

MERCHANDISING FILE

UNIVERSITY OF TORONTO

DEPT. OF POLITICAL SCIENCE

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

APRIL 1955

New Motor Vehicle Sales

During April, a record in dollar value of new motor vehicle sales was established when 53,910 vehicles were sold for \$143,713,000. Only in April, 1953, were more vehicles sold when 56,261 units realized \$140,674,000, compared with 53,910 units this year. Passenger cars, at 46,002 units for \$121,042,000, contributed largely to this record and made April, 1955, the biggest month to date in passenger car sales according to D.B.S. records.

Commercial vehicle sales did not show as great an increase as passenger cars, gaining 8 per cent in value over April, 1954, with almost 2 per cent fewer vehicles sold. There were fewer commercial vehicles sold in the Prairie Provinces than a year ago while for total passenger and commercial, Saskatchewan recorded the only significant decrease of 21 per cent.

The sales of European vehicles were 4.9 per cent greater in number and 3.1 per cent greater in dollar value over April, 1954. Commercial vehicles contributed largely to this increase.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-45

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of Buses, April 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954</u>	<u>1955</u>	<u>1954</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	-	-	-	-
Quebec	18	77	434	1,642
Ontario	10	2	247	25
Manitoba	2	4	42	7
Saskatchewan	3	1	79	4
Alberta	-	2	-	10
British Columbia	1	8	3	221
Canada	34	94	805	1,979

Sales of European-Made Vehicles, April 1954 and 1955

	Number of Units			Retail Value		
	<u>1954</u>	<u>1955</u>	<u>% Change</u>	<u>1954</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	2,420	2,461	+ 1.7	4,526	4,529	+ 0.1
Commercial Vehicles	149	235	+ 57.7	321	468	+ 45.8
Total	2,569	2,696	+ 4.9	4,847	4,997	+ 3.1

Financing of Motor Vehicle SalesNew Vehicles

The financing of new motor vehicles did not keep pace with the sales of new vehicles. There were 16,148 new vehicles financed during April to the extent of \$31,413, a decrease of 4.6 per cent in number and a slight increase of 0.5 per cent in value, over the same month last year. There was a considerable reduction in financing of new commercial vehicles in all provinces.

Used Vehicles

Used-car financing in April, 1955, was lower than the amount of financing in the same month of 1954. The decrease in the financing of used commercial vehicles was not as great as the decrease in financing of new commercial vehicles but still contributed largely to the over-all decline of 2.2 per cent in number and 3.8 per cent in amount of financing. Used passenger-car financing showed a nominal decline from a year ago.

Note:

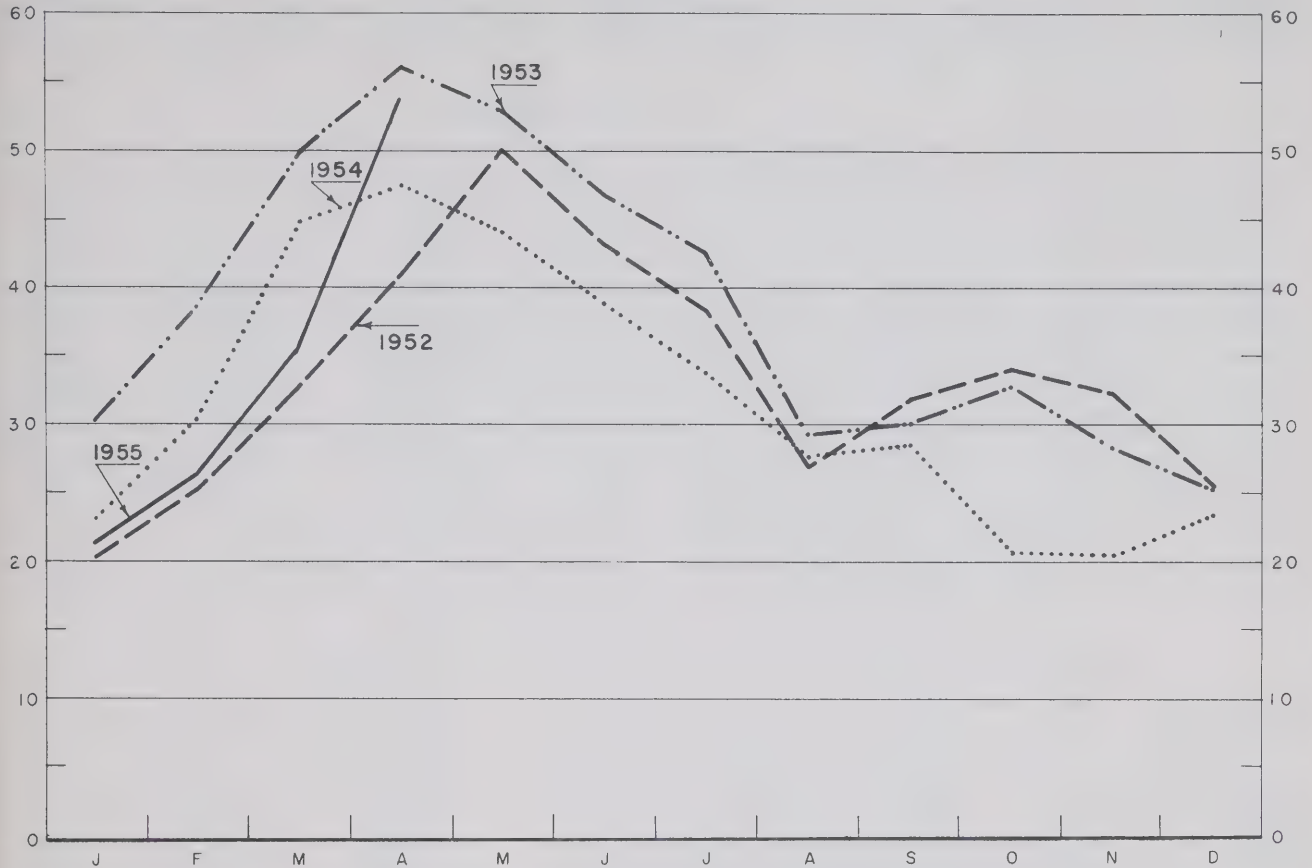
The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLES SALES

1952-53-54-55

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1955/1954

APRIL

JANUARY TO APRIL

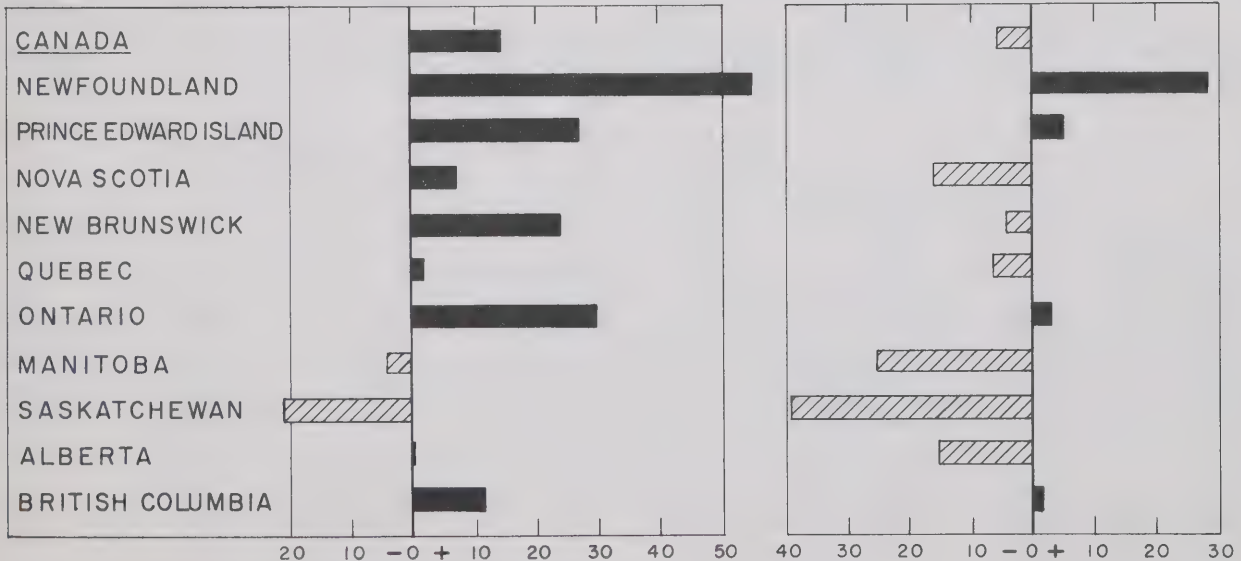


TABLE 1 New Motor Vehicle Sales, by Provinces
April 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
	%			\$ '000	\$ '000	%
	Passenger Cars					
Newfoundland	425	646	+ 52.0	1,021	1,574	+ 54.2
Prince Edward Island...	185	220	+ 18.9	457	535	+ 17.1
Nova Scotia	1,366	1,487	+ 8.9	3,418	3,753	+ 9.8
New Brunswick	1,095	1,324	+ 20.9	2,685	3,337	+ 24.3
Quebec	9,363	9,544	+ 1.9	24,728	26,263	+ 6.2
Ontario	17,133	22,580	+ 31.8	43,734	58,711	+ 34.2
Manitoba	2,001	2,105	+ 5.2	5,146	5,765	+ 12.0
Saskatchewan	2,195	1,779	- 19.0	5,740	4,692	- 18.3
Alberta	2,575	3,160	+ 22.7	6,726	8,366	+ 24.4
British Columbia	2,883	3,157	+ 9.5	7,150	8,046	+ 12.5
Canada	39,221	46,002	+ 17.3	100,805	121,042	+ 20.1
	Commercial Vehicles					
Newfoundland	163	265	+ 62.6	355	630	+ 77.5
Prince Edward Island...	56	86	+ 53.6	124	197	+ 58.9
Nova Scotia	324	327	+ 0.9	689	743	+ 7.8
New Brunswick	263	359	+ 36.5	572	840	+ 46.9
Quebec	1,703	1,728	+ 1.5	4,833	6,539	+ 35.3
Ontario	2,593	3,050	+ 17.6	7,008	7,872	+ 12.3
Manitoba	502	301	- 40.0	1,220	840	- 31.1
Saskatchewan	741	536	- 27.7	1,805	1,268	- 29.8
Alberta	1,130	554	- 51.0	2,762	1,584	- 42.7
British Columbia	583	702	+ 20.4	1,620	2,158	+ 33.2
Canada	8,058	7,908	- 1.9	20,988	22,671	+ 8.0
	Total - Passenger Cars and Commercial Vehicles					
Newfoundland	588	911	+ 54.9	1,376	2,204	+ 60.2
Prince Edward Island...	241	306	+ 27.0	581	732	+ 26.0
Nova Scotia	1,690	1,814	+ 7.3	4,107	4,496	+ 9.5
New Brunswick	1,358	1,683	+ 23.9	3,257	4,177	+ 28.2
Quebec	11,066	11,272	+ 1.9	29,561	32,802	+ 11.0
Ontario	19,726	25,630	+ 29.9	50,742	66,583	+ 31.2
Manitoba	2,503	2,406	- 3.9	6,366	6,605	+ 3.8
Saskatchewan	2,936	2,315	- 21.2	7,545	5,960	- 21.0
Alberta	3,705	3,714	+ 0.2	9,488	9,950	+ 4.9
British Columbia	3,466	3,859	+ 11.3	8,770	10,204	+ 16.4
Canada	47,279	53,910	+ 14.0	121,793	143,713	+ 18.0

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
April 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,261	1,280	+ 1.5	2,154	2,347	+ 9.0
Quebec	3,906	3,429	- 12.2	7,532	6,974	- 7.4
Ontario	5,332	6,357	+ 19.2	9,213	11,923	+ 29.4
Manitoba	567	530	- 6.5	1,001	954	- 4.7
Saskatchewan	707	488	- 31.0	1,234	884	- 28.4
Alberta	1,148	1,096	- 4.5	2,079	2,117	+ 1.8
British Columbia	858	917	+ 6.9	1,630	1,876	+ 15.1
Canada	13,779	14,097	+ 2.3	24,843	27,075	+ 9.0
Commercial Vehicles						
Atlantic Provinces	353	276	- 21.8	653	510	- 21.9
Quebec	818	508	- 37.9	1,759	1,034	- 41.2
Ontario	872	678	- 22.2	1,571	1,477	- 6.0
Manitoba	142	83	- 41.5	268	147	- 45.1
Saskatchewan	260	94	- 63.8	547	189	- 65.4
Alberta	429	216	- 49.7	1,027	559	- 45.6
British Columbia	270	196	- 27.4	600	422	- 29.7
Canada	3,144	2,051	- 34.8	6,425	4,338	- 32.5
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,614	1,556	- 3.6	2,807	2,857	+ 1.8
Quebec	4,724	3,937	- 16.7	9,291	8,008	- 13.8
Ontario	6,204	7,035	+ 13.4	10,784	13,400	+ 24.3
Manitoba	709	613	- 13.5	1,269	1,101	- 13.2
Saskatchewan	967	582	- 39.8	1,781	1,073	- 39.8
Alberta	1,577	1,312	- 16.8	3,106	2,676	- 13.8
British Columbia	1,128	1,113	- 1.3	2,230	2,298	+ 3.0
Canada	16,923	16,148	- 4.6	31,268	31,413	+ 0.5

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
April 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,430	3,431	(2)	2,648	2,723	+ 2.8
Quebec	7,212	6,685	- 7.3	6,465	5,993	- 7.3
Ontario	14,015	14,495	+ 3.4	11,494	11,849	+ 3.1
Manitoba	1,484	1,337	- 9.9	1,284	960	- 25.2
Saskatchewan	1,952	1,456	- 25.4	1,539	1,090	- 29.2
Alberta	2,876	3,183	+ 10.7	2,366	2,545	+ 7.6
British Columbia	2,724	2,695	- 1.1	2,491	2,535	+ 1.8
Canada	33,693	33,282	- 1.2	28,287	27,695	- 2.1
Commercial Vehicles						
Atlantic Provinces	783	788	+ 0.6	528	537	+ 1.7
Quebec	1,162	969	- 16.6	990	840	- 15.2
Ontario	1,678	1,587	- 5.4	1,302	1,152	- 11.5
Manitoba	273	239	- 12.5	201	190	- 5.5
Saskatchewan	470	408	- 13.2	371	292	- 21.3
Alberta	796	806	+ 1.3	795	644	- 19.0
British Columbia	541	456	- 15.7	584	452	- 22.6
Canada	5,703	5,253	- 7.9	4,771	4,107	- 13.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,213	4,219	+ 0.1	3,176	3,260	+ 2.6
Quebec	8,374	7,654	- 8.6	7,455	6,833	- 8.3
Ontario	15,693	16,082	+ 2.5	12,796	13,001	+ 1.6
Manitoba	1,757	1,576	- 10.3	1,485	1,150	- 22.6
Saskatchewan	2,422	1,864	- 23.0	1,910	1,382	- 27.6
Alberta	3,672	3,989	+ 8.6	3,161	3,189	+ 0.9
British Columbia	3,265	3,151	- 3.5	3,075	2,987	- 2.9
Canada	39,396	38,535	- 2.2	33,058	31,802	- 3.8

(1) Revised

(2) Unchanged

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MERCHANDISING FILE "7" 15

UNIVERSITY OF TORONTO

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY 1955

New Motor Vehicle Sales

The up-swing in new motor vehicle sales, evident in April, continued in May when a record number of new vehicles was sold. The 61,049 new vehicles, sold for \$159,987,000, established an all-time high according to D.B.S. records of Canadian sales. The previous high in number was April 1953 when 56,261 units were sold and the previous record value was April 1955 when 53,910 units sold for \$143,713,000.

New passenger car sales increased approximately 45% in both number and value over May last year and contributed largely to the record set this May. Commercial vehicle sales gained 9.5% in number and 19.0% in value over last year. Saskatchewan recorded decreased sales this year while Nova Scotia showed nominal gains. Sales in the other provinces advanced to a greater extent with the number of total vehicles ranging from an increase of 13.3% in Manitoba to 55.6% in both New Brunswick and Quebec.

The gain in European vehicles was most noticeable in commercial vehicles. The over-all increases of 20.6% in number and 16.9% in value were substantially below the gains in Canadian-American vehicles.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-55

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

2.

Sales of Buses, May 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	-	-	-	-
Quebec	7	25	113	723
Ontario	1	21	11	643
Manitoba	2	-	39	-
Saskatchewan	7	-	202	-
Alberta	9	2	164	9
British Columbia	1	2	3	8
Canada	27	50	532	1,393

(1) Revised.

Sales of European-Made Vehicles, May 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	2,621	3,034	+ 15.8	4,981	5,543	+ 11.3
Commercial Vehicles	178	342	+ 92.1	345	682	+ 97.7
Total	2,799	3,376	+ 20.6	5,326	6,225	+ 16.9

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The financing of new motor vehicle sales did not show the large gain over last year as did sales. There were 21,297 new vehicles financed to the extend of \$42,320,000 representing gains of 25.5% and 30.9% respectively over May 1954. Consistent with sales, financing was considerably less in Saskatchewan this year as compared with last year.

Used Vehicles

Financing of used vehicles in May 1955 showed only moderate gains over 1954. Gains in passenger car financing contributed largely to the total with an increase of 8.1% in number and 6.6% in amount of financing. Decreased financing was evident in Manitoba and Saskatchewan.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

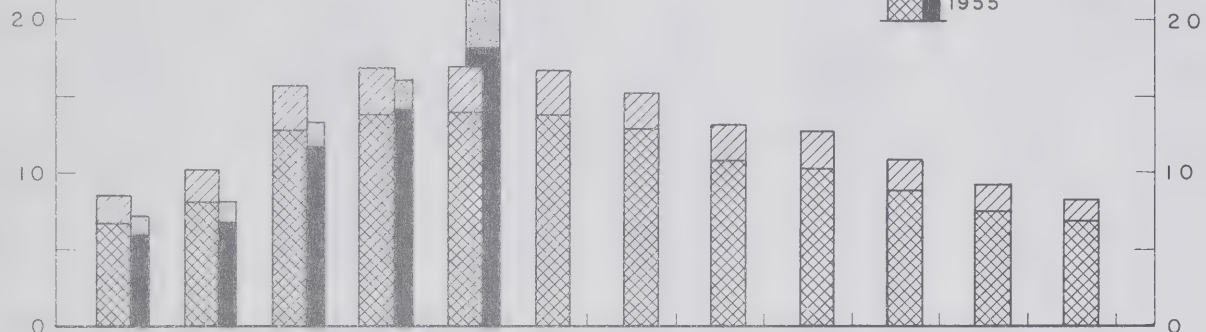
FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954(REVISED)-1955

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

NEW VEHICLES

COMMERCIAL
1954
PASSENGER
1954
COMMERCIAL
1955
PASSENGER
1955



USED VEHICLES

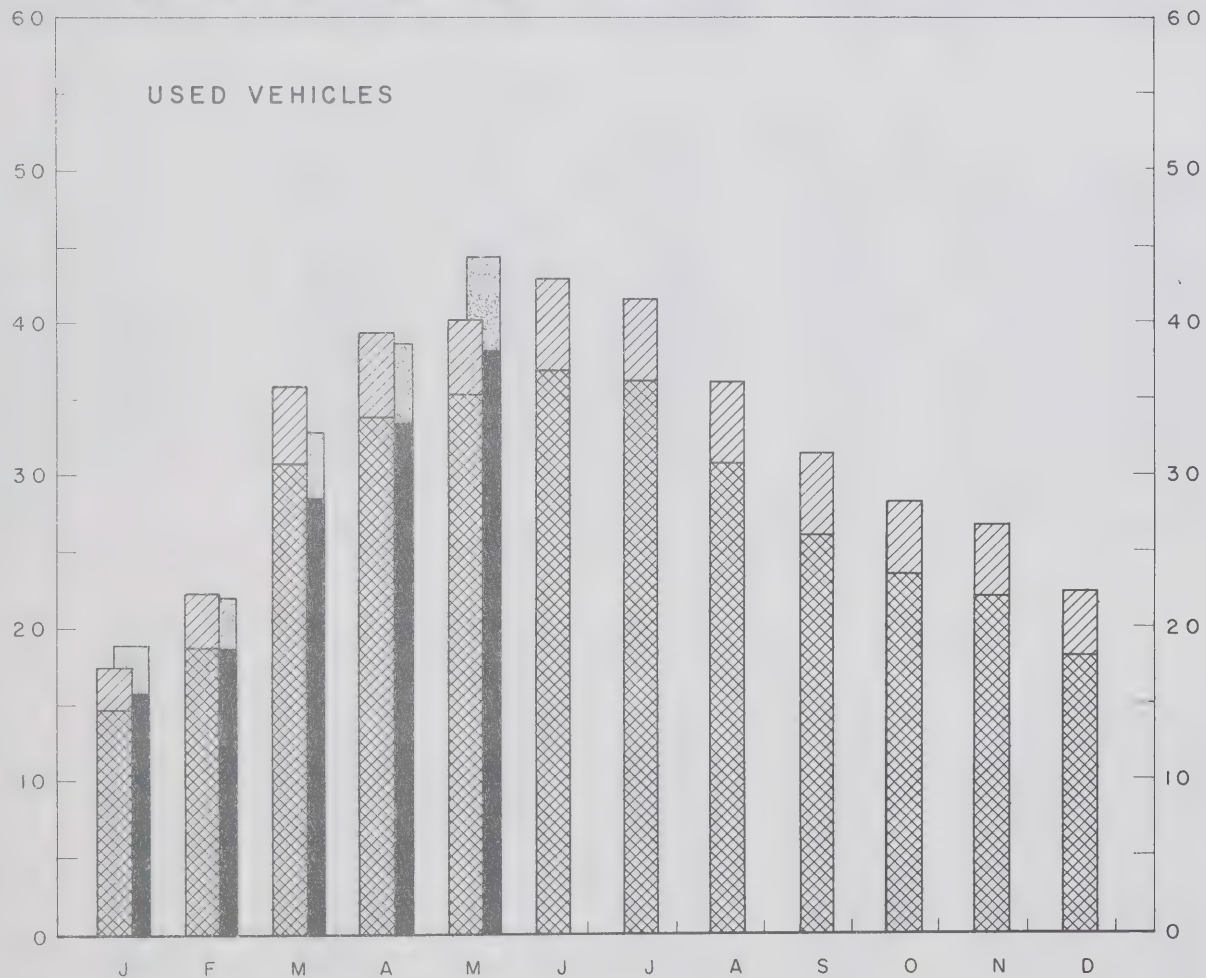


TABLE 1 New Motor Vehicle Sales, by Provinces
May 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	422	611	+ 44.8	977	1,530	+ 56.6
Prince Edward Island...	140	200	+ 42.9	345	492	+ 42.6
Nova Scotia	1,684	1,683	(2)	4,125	4,152	+ 0.7
New Brunswick	871	1,410	+ 61.9	2,170	3,562	+ 64.1
Quebec	7,452	12,070	+ 62.0	19,909	32,231	+ 61.9
Ontario	16,972	25,398	+ 49.6	43,505	65,841	+ 51.3
Manitoba	1,775	2,065	+ 16.3	4,526	5,272	+ 16.5
Saskatchewan	1,911	1,758	- 8.0	5,082	4,564	- 10.2
Alberta	2,290	3,113	+ 35.9	6,046	8,126	+ 34.4
British Columbia	2,581	3,971	+ 53.9	6,470	9,975	+ 54.2
Canada	36,098	52,279	+ 44.8	93,155	135,745	+ 45.7
Commercial Vehicles						
Newfoundland	155	166	+ 7.1	350	371	+ 6.0
Prince Edward Island...	62	97	+ 56.5	124	217	+ 75.0
Nova Scotia	462	496	+ 7.3	959	1,175	+ 22.5
New Brunswick	292	400	+ 37.0	666	969	+ 45.5
Quebec	1,513	1,881	+ 24.3	4,118	5,852	+ 42.1
Ontario	2,709	2,913	+ 7.5	6,916	8,297	+ 20.0
Manitoba	414	415	+ 0.2	1,039	1,123	+ 8.1
Saskatchewan	807	543	- 32.7	2,082	1,291	- 38.0
Alberta	893	940	+ 5.3	2,264	2,552	+ 12.7
British Columbia	703	919	+ 30.7	1,861	2,395	+ 28.7
Canada	8,010	8,770	+ 9.5	20,379	24,242	+ 19.0
Total -- Passenger Cars and Commercial Vehicles						
Newfoundland	577	777	+ 34.7	1,327	1,901	+ 43.3
Prince Edward Island...	202	297	+ 47.0	469	709	+ 51.2
Nova Scotia	2,146	2,179	+ 1.5	5,084	5,327	+ 4.8
New Brunswick	1,163	1,810	+ 55.6	2,836	4,531	+ 59.8
Quebec	8,965	13,951	+ 55.6	24,027	38,083	+ 58.5
Ontario	19,681	28,311	+ 43.8	50,421	74,138	+ 47.0
Manitoba	2,189	2,480	+ 13.3	5,565	6,395	+ 14.9
Saskatchewan	2,718	2,301	- 15.3	7,164	5,855	- 18.3
Alberta	3,183	4,053	+ 27.3	8,310	10,678	+ 28.5
British Columbia	3,284	4,890	+ 48.9	8,331	12,370	+ 48.4
Canada	44,108	61,049	+ 38.4	113,534	159,987	+ 40.9

(1) Revised

(2) Less than 0.05%

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
May 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,262	1,409	+ 11.6	2,227	2,597	+ 16.6
Quebec	3,513	4,476	+ 27.4	6,837	9,087	+ 32.9
Ontario	6,235	8,321	+ 33.5	11,053	15,480	+ 40.1
Manitoba	571	651	+ 14.0	988	1,210	+ 22.5
Saskatchewan	593	500	- 15.7	1,052	906	- 13.9
Alberta	1,008	1,408	+ 39.7	1,873	2,708	+ 44.6
British Columbia	788	1,342	+ 70.3	1,541	2,534	+ 64.4
Canada	13,970	18,107	+ 29.6	25,571	34,522	+ 35.0
Commercial Vehicles						
Atlantic Provinces	412	380	- 7.8	828	814	- 1.7
Quebec	720	767	+ 6.5	1,597	1,889	+ 18.3
Ontario	892	1,087	+ 21.9	1,803	2,656	+ 47.3
Manitoba	116	102	- 12.1	248	207	- 16.5
Saskatchewan	218	152	- 30.3	529	387	- 26.8
Alberta	414	370	- 10.6	1,078	982	- 8.9
British Columbia	234	332	+ 41.8	669	863	+ 29.0
Canada	3,006	3,190	+ 6.1	6,752	7,798	+ 15.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,674	1,789	+ 6.9	3,055	3,411	+ 11.7
Quebec	4,233	5,243	+ 23.9	8,434	10,976	+ 30.1
Ontario	7,127	9,408	+ 32.0	12,856	18,136	+ 41.1
Manitoba	687	753	+ 9.6	1,236	1,417	+ 14.6
Saskatchewan	811	652	- 19.6	1,581	1,293	- 18.2
Alberta	1,422	1,778	+ 25.0	2,951	3,690	+ 25.0
British Columbia	1,022	1,674	+ 63.8	2,210	3,397	+ 53.7
Canada	16,976	21,297	+ 25.5	32,323	42,320	+ 30.9

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
May 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	3,690	3,988	+ 8.1	2,864	3,153	+ 10.1
Quebec	7,454	8,092	+ 8.6	6,728	6,902	+ 2.6
Ontario	15,171	16,990	+ 12.0	12,486	13,713	+ 9.8
Manitoba	1,478	1,361	- 7.9	1,206	1,094	- 9.3
Saskatchewan	1,882	1,376	- 26.9	1,506	1,051	- 30.2
Alberta	2,797	3,022	+ 8.0	2,362	2,504	+ 6.0
British Columbia	2,699	3,183	+ 17.9	2,298	2,965	+ 29.0
Canada	35,171	38,012	+ 8.1	29,450	31,382	+ 6.6
Commercial Vehicles						
Atlantic Provinces	852	957	+ 12.3	631	690	+ 9.4
Quebec	1,149	1,226	+ 6.7	1,033	1,032	- 0.1
Ontario	1,952	1,971	+ 1.0	1,576	1,573	- 0.2
Manitoba	244	267	+ 9.4	219	204	- 6.8
Saskatchewan	473	315	- 33.4	366	227	- 38.0
Alberta	794	834	+ 5.0	794	776	- 2.3
British Columbia	465	586	+ 26.0	484	611	+ 26.2
Canada	5,929	6,156	+ 3.8	5,103	5,113	+ 0.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,542	4,945	+ 8.9	3,495	3,843	+ 10.0
Quebec	8,603	9,318	+ 8.3	7,761	7,934	+ 2.2
Ontario	17,123	18,961	+ 10.7	14,062	15,286	+ 8.7
Manitoba	1,722	1,628	- 5.5	1,425	1,298	- 8.9
Saskatchewan	2,355	1,691	- 28.2	1,872	1,278	- 31.7
Alberta	3,591	3,856	+ 7.4	3,156	3,280	+ 3.9
British Columbia	3,164	3,769	+ 19.1	2,782	3,576	+ 28.5
Canada	41,100	44,168	+ 7.5	34,553	36,495	+ 5.6

(1) Revised

63-007

MERCHANDISING FILE "72"
UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1955

New Motor Vehicle Sales

Compared with May 1955, sales of passenger cars during June decreased and brought total sales of passenger cars and commercial vehicles down to 54,912 from 61,049, a record figure established during the previous month. Commercial vehicle sales increased slightly from 8,770 during May to 8,989 during June. Retail value of all sales for June was \$146,001,000 compared with \$159,987,000 for the previous month. Comparing the current month's figures with June 1954, the dollar value of sales was up about 45%. For the most part, this was due to a considerable increase in the number of cars and commercial vehicles sold.

Cumulative figures for the first half of 1955 reveal that 215,040 new passenger cars and 38,126 commercial vehicles have been sold for a retail value of \$669,595,000. This establishes a record for passenger cars, the previous high being the first half of 1953 when 214,560 cars were sold. The number of commercial vehicles was down about 10% compared with the January-June period in 1954 but the dollar value was down by only one per cent. Some graphical comparisons in connection with both sales and financing will be found in this report.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-65

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of Buses, June 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	6	2	35	54
Quebec	8	19	152	450
Ontario	3	43	9	962
Manitoba	4	4	75	71
Saskatchewan	1	-	29	-
Alberta	1	11	3	320
British Columbia	2	1	68	35
Canada	25	80	371	1,892

(1) Revised.

Sales of European-Made Vehicles, June 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	2,595	2,525	- 2.7	4,889	4,577	- 6.4
Commercial Vehicles	135	205	+ 51.9	239	414	+ 73.2
Total	2,730	2,730	(2)	5,128	4,991	- 2.7

(1) Revised

(2) Unchanged.

Financing of Motor Vehicle SalesNew Vehicles

Compared with May 1955, there was a small increase in the number and dollar figure of new vehicles financed during the month of June. Comparing June 1955 with June 1954, there was a considerable increase in the number and dollar amount of passenger cars financed in all provinces except Saskatchewan. The financing of commercial vehicles increased in all except the three Prairie Provinces.

Cumulative figures for the first half of 1955 show that 75,120 new passenger cars and 12,717 commercial vehicles, a total of \$173,470,000, have been financed. This dollar figure is about 9% over the 1954 period.

Used Vehicles

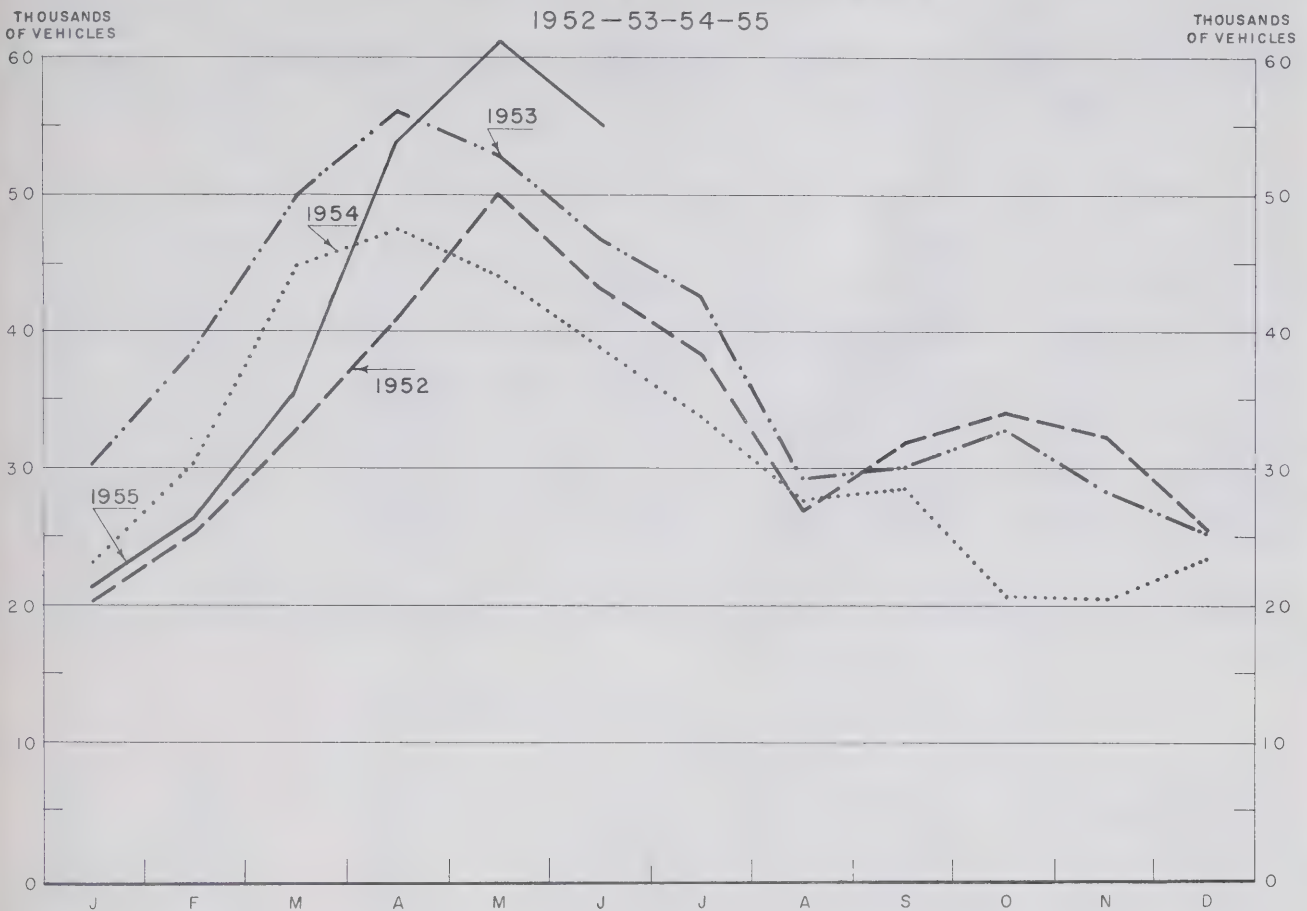
Used vehicle financing followed approximately the same line as new vehicle financing, Ontario being added to provinces reporting a decrease in the financing of commercial vehicles. During the first half of 1955, 174,091 used passenger cars and 28,258 used commercial vehicles, a dollar amount of \$167,531,000, have been financed. This figure is approximately the same as the figure for 1954.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLES SALES

1952-53-54-55



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1955/1954

JUNE

JANUARY TO JUNE

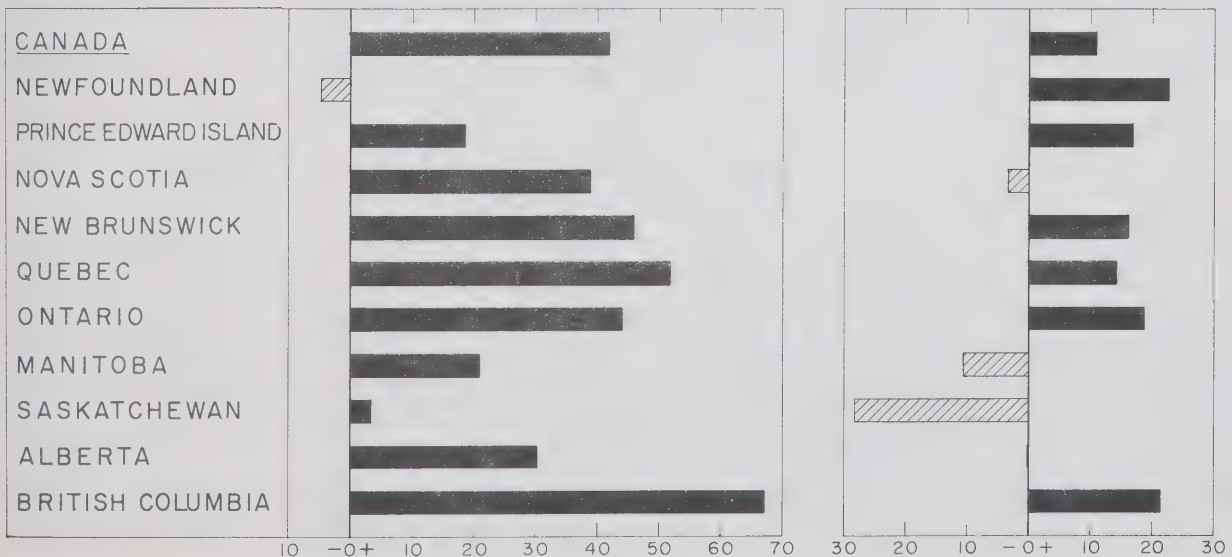


TABLE 1 New Motor Vehicle Sales, by Provinces
June 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	497	459	- 7.6	1,158	1,115	- 3.7
Prince Edward Island...	127	190	+ 49.6	306	451	+ 47.4
Nova Scotia	1,084	1,448	+ 33.6	2,611	3,544	+ 35.7
New Brunswick	890	1,202	+ 35.1	2,231	2,999	+ 34.4
Quebec	6,662	9,952	+ 49.4	17,666	26,514	+ 50.1
Ontario	14,558	21,645	+ 48.7	37,837	56,234	+ 48.6
Manitoba	1,519	1,856	+ 22.2	3,830	4,832	+ 26.2
Saskatchewan	1,663	1,734	+ 4.3	4,284	4,530	+ 5.7
Alberta	2,343	3,152	+ 34.5	6,083	8,414	+ 38.3
British Columbia	2,555	4,285	+ 67.7	6,415	10,883	+ 69.6
Canada	31,898	45,923	+ 44.0	82,421	119,516	+ 45.0
Commercial Vehicles						
Newfoundland	151	157	+ 4.0	343	368	+ 7.3
Prince Edward Island...	85	61	- 28.2	182	144	- 21.9
Nova Scotia	278	441	+ 58.6	622	1,020	+ 64.0
New Brunswick	209	399	+ 90.9	477	998	+109.2
Quebec	1,254	2,054	+ 63.8	3,421	6,176	+ 80.5
Ontario	2,555	2,980	+ 16.6	6,788	9,887	+ 45.7
Manitoba	355	408	+ 14.9	954	1,046	+ 9.6
Saskatchewan	518	516	- 0.4	1,339	1,240	- 7.4
Alberta	806	947	+ 17.5	2,156	2,879	+ 33.5
British Columbia	627	1,026	+ 63.6	1,688	2,727	+ 61.6
Canada	6,838	8,989	+ 31.5	17,970	26,485	+ 47.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	648	616	- 4.9	1,501	1,483	- 1.2
Prince Edward Island...	212	251	+ 18.4	488	595	+ 21.9
Nova Scotia	1,362	1,889	+ 38.7	3,233	4,564	+ 41.2
New Brunswick	1,099	1,601	+ 45.7	2,708	3,997	+ 47.6
Quebec	7,916	12,006	+ 51.7	21,087	32,690	+ 55.0
Ontario	17,113	24,625	+ 43.9	44,625	66,121	+ 48.2
Manitoba	1,874	2,264	+ 20.8	4,784	5,878	+ 22.9
Saskatchewan	2,181	2,250	+ 3.2	5,623	5,770	+ 2.6
Alberta	3,149	4,099	+ 30.2	8,239	11,293	+ 37.1
British Columbia	3,182	5,311	+ 66.9	8,103	13,610	+ 68.0
Canada	38,736	54,912	+ 41.8	100,391	146,001	+ 45.4

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
June 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,275	1,519	+ 19.1	2,252	2,790	+ 23.9
Quebec	3,247	4,506	+ 38.8	6,365	9,239	+ 45.2
Ontario	6,166	8,271	+ 34.1	11,111	15,365	+ 38.3
Manitoba	564	659	+ 16.8	1,020	1,215	+ 19.1
Saskatchewan	593	595	+ 0.3	1,072	1,064	- 0.7
Alberta	1,024	1,597	+ 56.0	1,890	3,098	+ 63.9
British Columbia	932	1,382	+ 48.3	1,790	2,756	+ 54.0
Canada	13,801	18,529	+ 34.3	25,500	35,527	+ 39.3
Commercial Vehicles						
Atlantic Provinces	358	434	+ 21.2	695	937	+ 34.8
Quebec	624	805	+ 29.0	1,395	2,104	+ 50.8
Ontario	833	1,110	+ 33.3	1,597	2,642	+ 65.4
Manitoba	125	112	- 10.4	263	253	- 3.8
Saskatchewan	192	117	- 39.1	466	250	- 46.4
Alberta	392	378	- 3.6	1,067	1,014	- 5.0
British Columbia	233	380	+ 63.1	611	986	+ 61.4
Canada	2,757	3,336	+ 21.0	6,094	8,186	+ 34.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,633	1,953	+ 19.6	2,947	3,727	+ 26.5
Quebec	3,871	5,311	+ 37.2	7,760	11,343	+ 46.2
Ontario	6,999	9,381	+ 34.0	12,708	18,007	+ 41.7
Manitoba	689	771	+ 11.9	1,283	1,468	+ 14.4
Saskatchewan	785	712	- 9.3	1,538	1,314	- 14.6
Alberta	1,416	1,975	+ 39.5	2,957	4,112	+ 39.1
British Columbia	1,165	1,762	+ 51.2	2,401	3,742	+ 55.9
Canada	16,558	21,865	+ 32.1	31,594	43,713	+ 38.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
June 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/1954	1954 (1)	1955	% Change, 1955/1954
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	4,004	4,505	+ 12.5	3,046	3,542	+ 16.3
Quebec	7,286	8,502	+ 16.7	6,465	7,307	+ 13.0
Ontario	16,072	16,991	+ 5.7	13,020	13,673	+ 5.0
Manitoba	1,500	1,534	+ 2.3	1,223	1,258	+ 2.9
Saskatchewan	1,995	1,795	- 10.0	1,534	1,342	- 12.5
Alberta	3,006	3,444	+ 14.6	2,468	2,849	+ 15.4
British Columbia	2,891	3,102	+ 7.3	2,619	3,002	+ 14.6
Canada	36,754	39,873	+ 8.5	30,375	32,973	+ 8.6
Commercial Vehicles						
Atlantic Provinces	907	1,022	+ 12.7	637	728	+ 14.3
Quebec	1,814	1,240	+ 4.7	1,054	1,116	+ 5.9
Ontario	1,981	1,860	- 6.1	1,677	1,407	- 16.1
Manitoba	254	240	- 5.5	269	240	- 10.8
Saskatchewan	418	395	- 5.5	379	304	- 19.8
Alberta	813	794	- 2.3	944	783	- 17.1
British Columbia	518	562	+ 8.5	528	620	+ 17.4
Canada	6,075	6,113	+ 0.6	5,488	5,198	- 5.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,911	5,527	+ 12.5	3,683	4,270	+ 15.9
Quebec	8,470	9,742	+ 15.0	7,519	8,423	+ 12.0
Ontario	18,053	18,851	+ 4.4	14,697	15,080	+ 2.6
Manitoba	1,754	1,774	+ 1.1	1,492	1,498	+ 0.4
Saskatchewan	2,413	2,190	- 9.2	1,913	1,646	- 14.0
Alberta	3,819	4,238	+ 11.0	3,412	3,632	+ 6.4
British Columbia	3,409	3,664	+ 7.5	3,147	3,622	+ 15.1
Canada	42,829	45,986	+ 7.4	35,863	38,171	+ 6.4

(1) Revised

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Vol. 27 - No. 7

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1955New Motor Vehicle Sales

Not as many passenger cars and commercial vehicles were sold during the month of July as during the previous month of June, but a record for sales in July (at 47,434 units) was established. Only twice before did sales during the month of July reach the forty thousand mark. In July 1950, units sold numbered 43,914 and, in July 1953, these numbered 42,801. Only once before did the dollar figure for July reach one hundred million dollars. In 1953, new motor vehicle sales amounted to \$106,789,000 compared with \$126,378,000 in July this year.

Both the total number of units and the dollar value were up substantially from the July 1954 figures in all provinces except Prince Edward Island. Saskatchewan showed the smallest change in commercial vehicles.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-75

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

2.

Sales of Buses, July 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	7	4	44	124
Quebec	5	51	57	1,116
Ontario	2	6	7	184
Manitoba	5	3	72	56
Saskatchewan	4	3	37	11
Alberta	5	10	67	222
British Columbia	2	-	12	-
Canada	30	77	296	1,713

(1) RevisedSales of European-Made Vehicles, July 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	2,421	2,260	- 6.7	4,607	4,070	- 11.7
Commercial Vehicles	162	226	+39.5	324	448	+ 38.3
Total	2,583	2,486	- 3.8	4,931	4,518	- 8.4

(1) RevisedFinancing of Motor Vehicle SalesNew Vehicles

In line with increased sales, both the number of vehicles financed and the amount of financing showed an increase this month over July 1954 in all parts of Canada except two of the Prairie Provinces.

Used Vehicles

Comparing July 1955 with a year ago, one or two substantial changes in financing occurred in the western provinces. For the country as a whole, the position was barely changed.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954 (REVISED)-1955

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

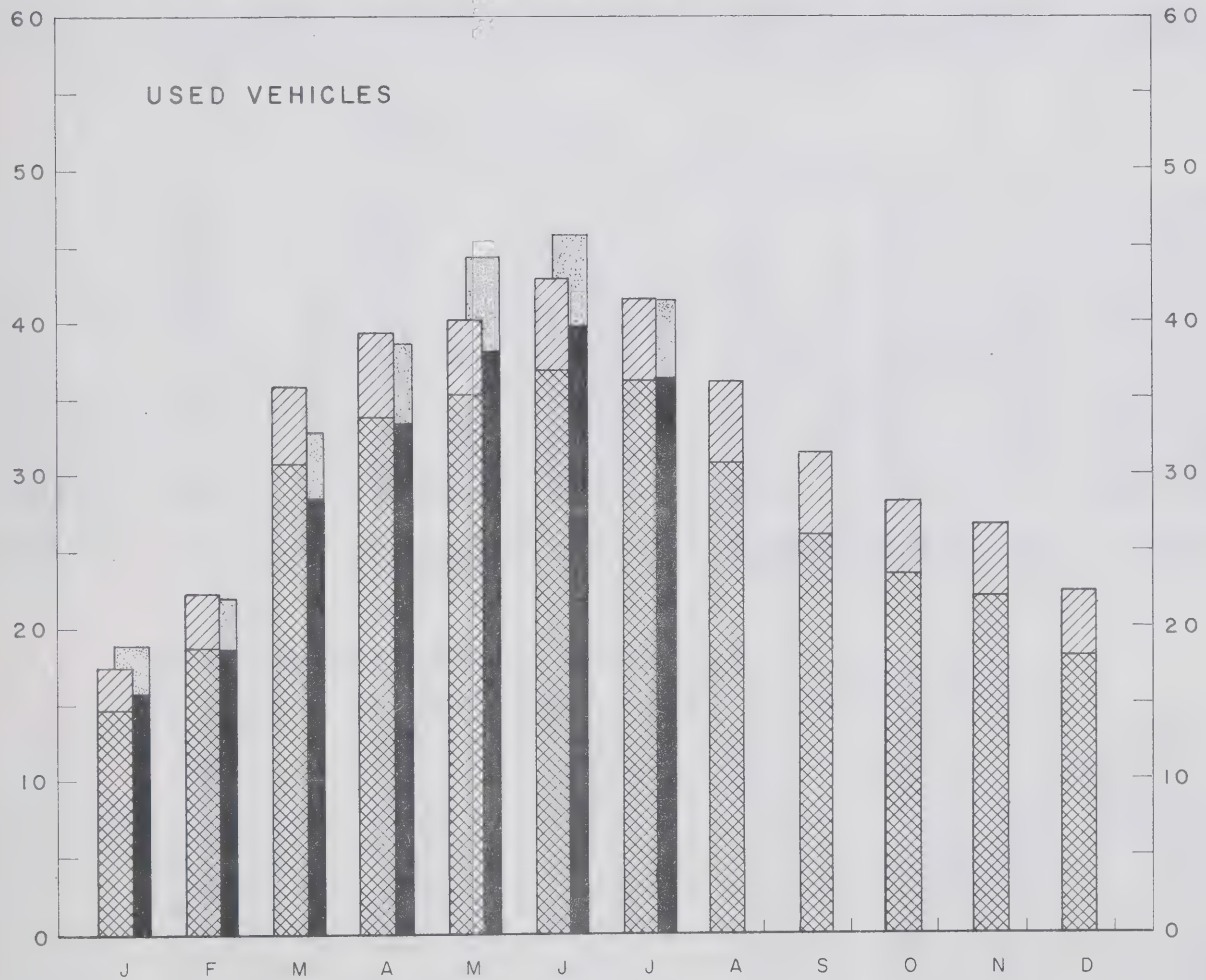
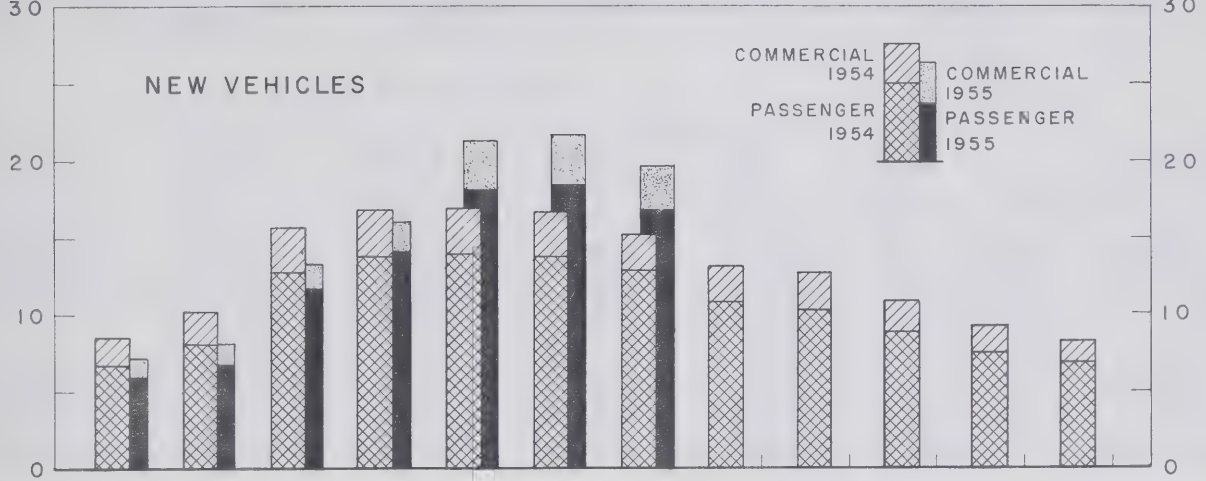


TABLE 1 New Motor Vehicle Sales, by Provinces
July 1954 and 1955

Province	Number			Retail Value		
	1954(1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	443	648	+ 46.3	1,088	1,562	+ 43.6
Prince Edward Island...	156	125	- 19.9	374	290	- 22.5
Nova Scotia	996	1,372	+ 37.8	2,454	3,423	+ 39.5
New Brunswick	877	1,134	+ 29.3	2,160	2,843	+ 31.6
Quebec	5,486	8,232	+ 50.1	14,383	21,727	+ 51.1
Ontario	13,052	15,931	+ 22.1	33,220	41,814	+ 25.9
Manitoba	1,260	2,043	+ 62.1	3,198	5,236	+ 63.7
Saskatchewan	1,381	1,848	+ 33.8	3,594	4,777	+ 32.9
Alberta	1,915	3,470	+ 81.2	5,054	8,848	+ 75.1
British Columbia	2,452	5,197	+111.9	5,946	13,160	+121.3
Canada	28,018	40,000	+ 42.8	71,471	103,680	+ 45.1
Commercial Vehicles						
Newfoundland	160	216	+ 35.0	343	613	+ 78.7
Prince Edward Island...	76	41	- 46.1	161	93	- 42.2
Nova Scotia	231	256	+ 10.8	517	659	+ 27.5
New Brunswick	244	308	+ 26.2	562	852	+ 51.6
Quebec	1,076	1,541	+ 43.2	2,931	5,452	+ 86.0
Ontario	1,908	2,203	+ 15.5	4,889	7,156	+ 46.4
Manitoba	251	447	+ 78.1	671	1,154	+ 72.0
Saskatchewan	492	485	- 1.4	1,178	1,151	- 2.3
Alberta	665	879	+ 32.2	1,748	2,631	+ 50.5
British Columbia	605	1,058	+ 74.9	1,448	2,937	+102.8
Canada	5,708	7,434	+ 30.2	14,448	22,698	+ 57.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	603	864	+ 43.3	1,431	2,175	+ 52.0
Prince Edward Island...	232	166	- 28.4	535	383	- 28.4
Nova Scotia	1,227	1,628	+ 32.7	2,971	4,082	+ 37.4
New Brunswick	1,121	1,442	+ 28.6	2,722	3,695	+ 35.7
Quebec	6,562	9,773	+ 48.9	17,314	27,179	+ 57.0
Ontario	14,960	18,134	+ 21.2	38,109	48,970	+ 28.5
Manitoba	1,511	2,490	+ 64.8	3,869	6,390	+ 65.2
Saskatchewan	1,873	2,333	+ 24.6	4,772	5,928	+ 24.2
Alberta	2,580	4,349	+ 68.6	6,802	11,479	+ 68.8
British Columbia	3,057	6,255	+104.6	7,394	16,097	+117.7
Canada	33,726	47,434	+ 40.6	85,919	126,378	+ 47.1

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

July 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954(1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,131	1,328	+ 17.4	1,991	2,486	+ 24.9
Quebec	3,175	4,030	+ 26.9	6,294	8,334	+ 32.4
Ontario	5,363	7,716	+ 43.9	9,686	14,780	+ 52.6
Manitoba	617	578	- 6.3	1,127	1,108	- 1.7
Saskatchewan	575	581	+ 1.0	1,039	1,069	+ 2.9
Alberta	1,081	1,469	+ 35.9	2,066	2,882	+ 39.5
British Columbia	933	1,265	+ 35.6	1,820	2,640	+ 45.1
Canada	12,875	16,967	+ 31.8	24,023	33,299	+ 38.6
Commercial Vehicles						
Atlantic Provinces	309	385	+ 24.6	590	856	+ 45.1
Quebec	524	702	+ 34.0	1,161	1,821	+ 56.8
Ontario	711	929	+ 30.7	1,440	2,112	+ 46.7
Manitoba	102	79	- 22.5	244	184	- 24.6
Saskatchewan	164	117	- 28.7	387	289	- 25.3
Alberta	294	319	+ 8.5	784	817	+ 4.2
British Columbia	215	328	+ 52.6	561	1,017	+ 81.3
Canada	2,319	2,859	+ 23.3	5,167	7,096	+ 37.3
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,440	1,713	+ 19.0	2,581	3,342	+ 29.5
Quebec	3,699	4,732	+ 27.9	7,455	10,155	+ 36.2
Ontario	6,074	8,645	+ 42.3	11,126	16,892	+ 51.8
Manitoba	719	657	- 8.6	1,371	1,292	- 5.8
Saskatchewan	739	698	- 5.5	1,426	1,358	- 4.8
Alberta	1,375	1,788	+ 30.0	2,850	3,699	+ 29.8
British Columbia	1,148	1,593	+ 38.8	2,381	3,657	+ 53.6
Canada	15,194	19,826	+ 30.5	29,190	40,395	+ 38.4

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
July 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954(1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,775	4,051	+ 7.3	2,810	3,179	+ 13.1
Quebec	7,132	7,383	+ 3.5	6,329	6,426	+ 1.5
Ontario	16,252	15,622	- 3.9	12,852	12,492	- 2.8
Manitoba	1,430	1,466	+ 2.5	1,192	1,193	+ 0.1
Saskatchewan	1,865	1,621	- 13.1	1,447	1,211	- 16.3
Alberta	2,842	3,190	+ 12.2	2,388	2,607	+ 9.2
British Columbia	2,742	2,995	+ 9.2	2,566	2,805	+ 9.3
Canada	36,038	36,328	+ 0.8	29,584	29,913	+ 1.1
Commercial Vehicles						
Atlantic Provinces	905	889	- 1.8	644	696	+ 8.1
Quebec	1,024	1,058	+ 3.3	847	859	+ 1.4
Ontario	1,602	1,530	- 4.5	1,265	1,137	- 10.1
Manitoba	211	225	+ 6.6	182	180	- 1.1
Saskatchewan	400	294	- 26.5	324	198	- 38.9
Alberta	697	619	- 11.2	696	524	- 24.7
British Columbia	509	589	+ 15.7	505	680	+ 34.7
Canada	5,348	5,204	- 2.7	4,463	4,274	- 4.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,680	4,940	+ 5.6	3,454	3,875	+ 12.2
Quebec	8,156	8,441	+ 3.5	7,176	7,285	+ 1.5
Ontario	17,854	17,152	- 3.9	14,117	13,629	- 3.5
Manitoba	1,641	1,691	+ 3.0	1,374	1,373	- 0.1
Saskatchewan	2,265	1,915	- 15.5	1,771	1,409	- 20.4
Alberta	3,539	3,809	+ 7.6	3,084	3,131	+ 1.5
British Columbia	3,251	3,584	+ 10.2	3,071	3,485	+ 13.5
Canada	41,386	41,532	+ 0.4	34,047	34,187	+ 0.4

(1) Revised

63-007

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY
MERCHANDISING FILE "h"

Vol. 27 - No. 8

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

AUGUST 1955New Motor Vehicle Sales

Passenger car sales were down 6,547 units from last month and commercial vehicle sales were up 1,161 units, to bring the value of sales of vehicles in August to \$111,249,000, compared with \$126,378,000 the previous month. Comparing August, 1955, with the same month last year, a substantial increase took place in the number of vehicles sold and the value of sales. A comparison with other years reveals that the current month establishes a record for sales during the month of August.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506.85

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

2.

Sales of Buses, August 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	2	-	7	-
Quebec	4	4	42	112
Ontario	30	4	266	53
Manitoba	3	43	43	939
Saskatchewan	14	21	40	96
Alberta	16	49	204	252
British Columbia	18	1	59	7
Canada	87	122	661	1,459

(1) Revised

Sales of European-Made Vehicles, August 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	1,546	1,742	+ 12.7	2,876	3,254	+ 13.1
Commercial Vehicles	123	162	+ 31.7	251	321	+ 27.9
Total	1,669	1,904	+ 14.1	3,127	3,575	+ 14.3

(1) Revised

Financing of Motor Vehicle SalesNew Vehicles

The number of vehicles financed and the amount of financing were up slightly in August compared with July, 1955. Comparing the current month with the same month a year ago, a marked increase occurred. As in the case of sales, financing of new vehicles during the current month was a larger figure than during any previous August.

Used Vehicles

Compared with one month ago, not much change took place in the financing of used vehicles. Comparing August, 1955, with August a year ago, an increase of 15.5% is recorded. In no previous month of August did used car financing reach this magnitude.

Note:

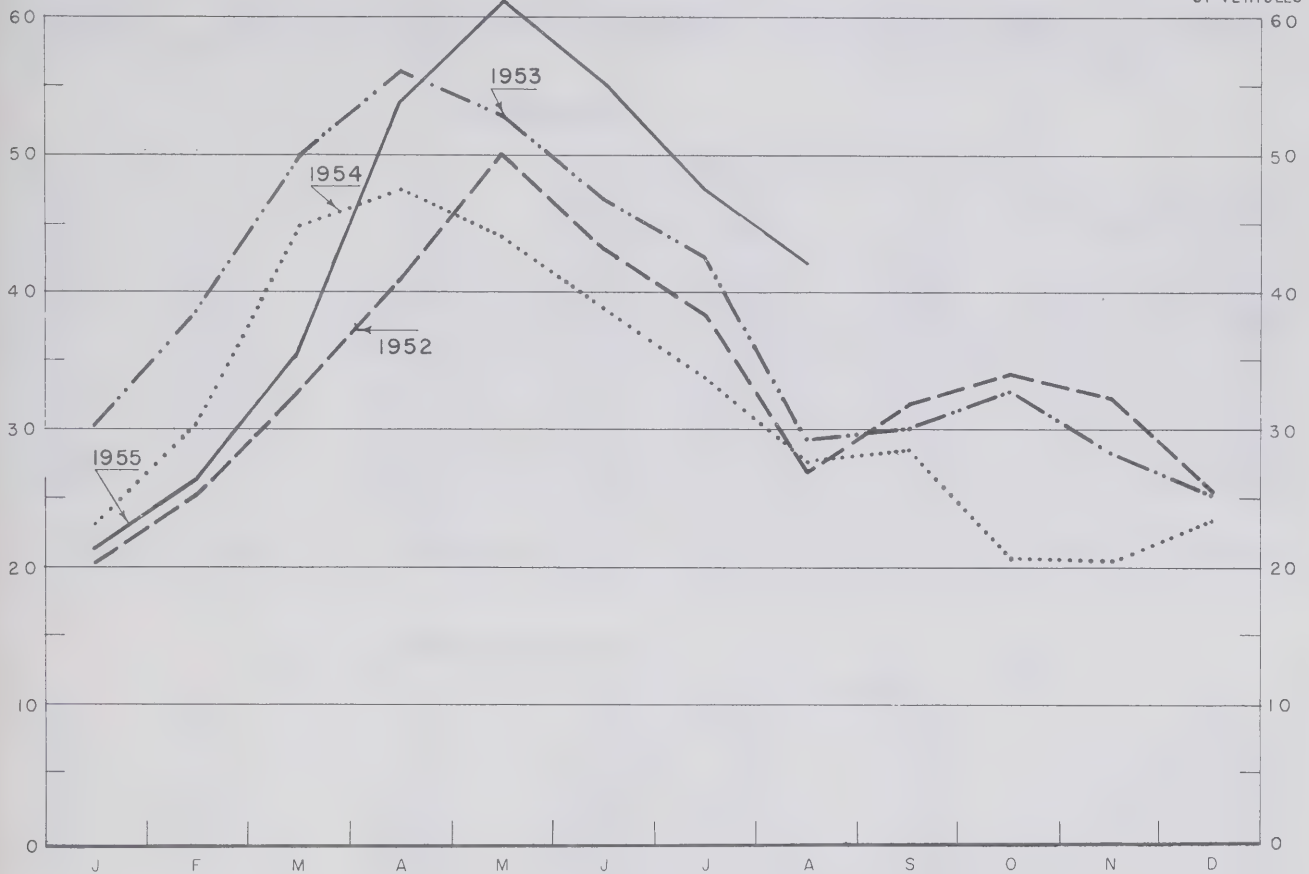
The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLES SALES

1952-53-54-55

THOUSANDS
OF VEHICLES

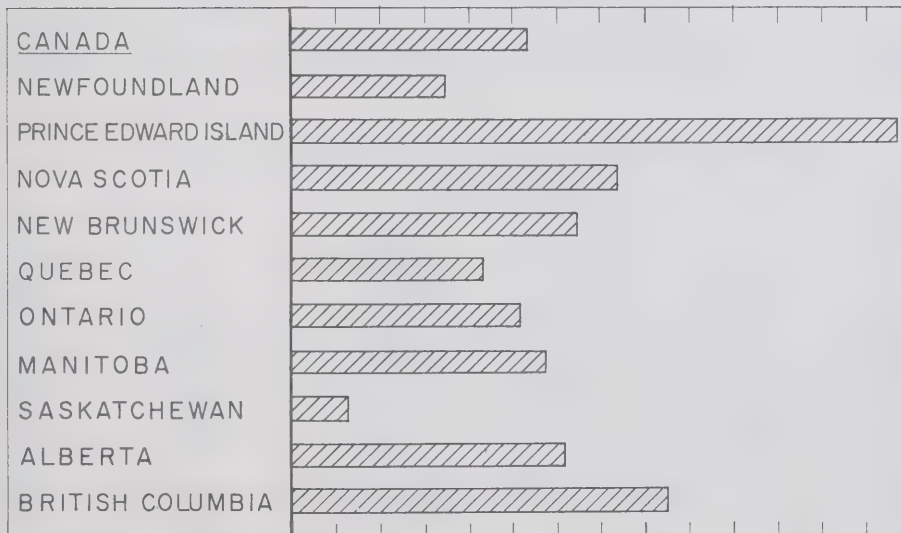
THOUSANDS
OF VEHICLES



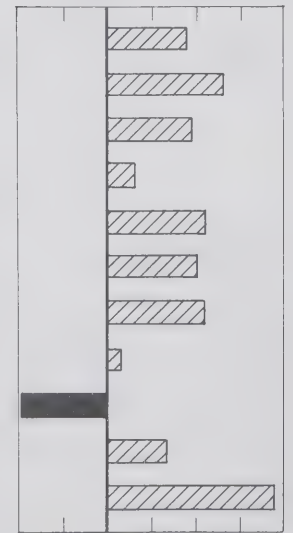
% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES

1955/1954

AUGUST



JANUARY TO AUGUST



-0+ 20 40 60 80 100 120 140 20 -0+ 20 40

TABLE 1 New Motor Vehicle Sales, by Provinces
August 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	290	370	+ 27.6	679	909	+ 33.9
Prince Edward Island...	78	197	+ 152.6	191	472	+ 147.1
Nova Scotia	666	1,235	+ 85.4	1,640	3,058	+ 86.5
New Brunswick	540	873	+ 61.7	1,328	2,205	+ 66.0
Quebec	4,357	6,121	+ 40.5	11,570	16,489	+ 42.5
Ontario	10,423	15,946	+ 53.0	26,455	41,282	+ 56.0
Manitoba	997	1,565	+ 57.0	2,545	4,043	+ 58.9
Saskatchewan	962	1,171	+ 21.7	2,429	3,012	+ 24.0
Alberta	1,337	2,333	+ 74.5	3,512	6,071	+ 72.9
British Columbia	1,918	3,642	+ 89.9	4,691	9,132	+ 94.7
Canada	21,568	33,453	+ 55.1	55,040	86,673	+ 57.5
Commercial Vehicles						
Newfoundland	99	154	+ 55.6	235	368	+ 56.6
Prince Edward Island...	41	85	+ 107.3	90	192	+ 113.3
Nova Scotia	241	336	+ 39.4	535	834	+ 55.9
New Brunswick	179	308	+ 72.1	405	816	+ 101.5
Quebec	1,021	1,569	+ 53.7	2,640	4,787	+ 81.3
Ontario	2,122	3,050	+ 43.7	5,303	8,261	+ 55.8
Manitoba	289	456	+ 57.8	723	1,960	+ 171.1
Saskatchewan	534	516	- 3.4	1,201	1,334	+ 11.1
Alberta	753	1,046	+ 38.9	2,006	3,117	+ 55.4
British Columbia	633	1,075	+ 69.8	1,690	2,907	+ 72.0
Canada	5,912	8,595	+ 45.4	14,828	24,576	+ 65.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	389	524	+ 34.7	914	1,277	+ 39.7
Prince Edward Island...	119	282	+ 137.0	281	664	+ 136.3
Nova Scotia	907	1,571	+ 73.2	2,175	3,892	+ 78.9
New Brunswick	719	1,181	+ 64.3	1,733	3,021	+ 74.3
Quebec	5,378	7,690	+ 43.0	14,210	21,276	+ 49.7
Ontario	12,545	18,996	+ 51.4	31,758	49,543	+ 56.0
Manitoba	1,286	2,021	+ 57.2	3,268	6,003	+ 83.7
Saskatchewan	1,496	1,687	+ 12.8	3,630	4,346	+ 19.7
Alberta	2,090	3,379	+ 61.7	5,518	9,188	+ 66.5
British Columbia	2,551	4,717	+ 84.9	6,381	12,039	+ 88.7
Canada	27,480	42,048	+ 53.0	69,868	111,249	+ 59.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
August 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,061	1,458	+ 37.4	1,920	2,752	+ 43.3
Quebec	2,517	3,792	+ 50.7	4,953	7,866	+ 58.8
Ontario	4,526	7,385	+ 63.2	8,310	14,380	+ 73.0
Manitoba	460	551	+ 19.8	834	1,053	+ 26.3
Saskatchewan	491	576	+ 17.3	897	1,065	+ 18.7
Alberta	886	1,396	+ 57.6	1,652	2,723	+ 64.8
British Columbia	831	1,409	+ 69.6	1,691	2,906	+ 71.9
Canada	10,772	16,567	+ 53.8	20,257	32,745	+ 61.6
Commercial Vehicles						
Atlantic Provinces	304	458	+ 50.7	600	1,048	+ 74.7
Quebec	481	732	+ 52.2	1,098	1,824	+ 66.1
Ontario	694	1,053	+ 51.7	1,376	2,575	+ 87.1
Manitoba	85	124	+ 45.9	171	258	+ 50.9
Saskatchewan	167	154	- 7.8	363	340	- 6.3
Alberta	284	443	+ 56.0	718	1,259	+ 75.3
British Columbia	251	362	+ 44.2	638	1,042	+ 63.3
Canada	2,266	3,326	+ 46.8	4,964	8,346	+ 68.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,365	1,916	+ 40.4	2,520	3,800	+ 50.8
Quebec	2,998	4,524	+ 50.9	6,051	9,690	+ 60.1
Ontario	5,220	8,438	+ 61.6	9,686	16,955	+ 75.0
Manitoba	545	675	+ 23.9	1,005	1,311	+ 30.4
Saskatchewan	658	730	+ 10.9	1,260	1,405	+ 11.5
Alberta	1,170	1,839	+ 57.2	2,370	3,982	+ 68.0
British Columbia	1,082	1,771	+ 63.7	2,329	3,948	+ 69.5
Canada	13,038	19,893	+ 52.6	25,221	41,091	+ 62.9

(1) Revised

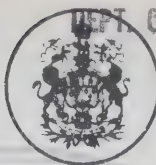
TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,261	4,170	+ 27.9	2,440	3,285	+ 34.6
Quebec	5,864	7,023	+ 19.8	5,165	6,147	+ 19.0
Ontario	12,938	15,050	+ 16.3	10,339	12,108	+ 17.1
Manitoba	1,224	1,443	+ 17.9	956	1,146	+ 19.9
Saskatchewan	1,621	1,503	- 7.3	1,212	1,080	- 10.9
Alberta	2,956	3,204	+ 8.4	2,378	2,658	+ 11.8
British Columbia	2,825	3,420	+ 21.1	2,668	3,182	+ 19.3
Canada	30,689	35,813	+ 16.7	25,158	29,606	+ 17.7
Commercial Vehicles						
Atlantic Provinces	813	965	+ 18.7	578	679	+ 17.5
Quebec	985	1,098	+ 11.5	857	930	+ 8.5
Ontario	1,618	1,620	+ 0.1	1,230	1,176	- 4.4
Manitoba	226	244	+ 8.0	183	193	+ 5.5
Saskatchewan	460	441	- 4.1	355	311	- 12.4
Alberta	723	766	+ 5.9	651	671	+ 3.1
British Columbia	580	573	- 1.2	587	607	+ 3.4
Canada	5,405	5,707	+ 5.6	4,441	4,567	+ 2.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,074	5,135	+ 26.0	3,018	3,964	+ 31.3
Quebec	6,849	8,121	+ 18.6	6,022	7,077	+ 17.5
Ontario	14,556	16,670	+ 14.5	11,569	13,284	+ 14.8
Manitoba	1,450	1,687	+ 16.3	1,139	1,339	+ 17.6
Saskatchewan	2,081	1,944	- 6.6	1,567	1,391	- 11.2
Alberta	3,679	3,970	+ 7.9	3,029	3,329	+ 9.9
British Columbia	3,405	3,993	+ 17.3	3,255	3,789	+ 16.4
Canada	36,094	41,520	+ 15.0	29,599	34,173	+ 15.5

(1) Revised

63-007

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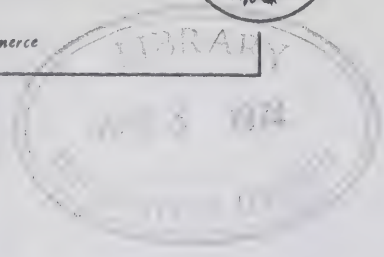
DEPT. OF POLITICAL ECONOMY

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Statistics Canada



Vol. 27 - No. 9

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1955

New Motor Vehicle Sales

The retail value figure of \$64,376,000 for sales of passenger cars set a record for the month of September. The closest approach to this was September, 1950, when 28,216 cars were sold for \$60,049,000. Sales of commercial vehicles exceeded sales in September, 1954, but the large numbers sold in prior years was not reached. Changes in value figures, which at first glance appear out of line, were due to large buses and trucks of inordinate price entering the calculations.

Cumulative figures for the January - September, 1955 period reveal that the number of vehicles sold and their value increased by approximately 18% and 22% respectively over the comparable period in 1954.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-95

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of Buses, September 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	8	-	191	-
Quebec	6	10	18	216
Ontario	23	2	232	12
Manitoba	6	53	134	942
Saskatchewan	5	3	13	17
Alberta	13	44	189	536
British Columbia	5	1	33	6
Canada	66	113	810	1,729

(1) Revised

Sales of European-Made Vehicles, September 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	1,263	1,771	+ 40.2	2,360	3,166	+ 34.2
Commercial Vehicles	131	228	+ 74.0	273	482	+ 76.6
Total	1,394	1,999	+ 43.4	2,633	3,648	+ 38.5

(1) Revised

Financing of Motor Vehicle SalesNew Vehicles

New passenger car financing established a record for the month of September, with 13,993 new cars being financed. Commercial vehicle financing was above September, 1954, but, like sales, did not reach the high figures of previous years.

Cumulative figures for the year so far show an increase in the number of passenger cars financed of 19%, a decrease in the number of commercial vehicles of 3.4%, giving a combined result of 21.9% increase in dollar amount of financing over the comparable 1954 period.

Used Vehicles

The number of used vehicles financed was up over any previous month of September. Cumulative figures to date show an increase of 3.1% in the dollar amount of financing of used vehicles over the corresponding 1954 period. Passenger car financing was up about 5% in dollar value while commercial vehicle financing decreased by a like percentage.

Note: The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954(REVISED)-1955

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

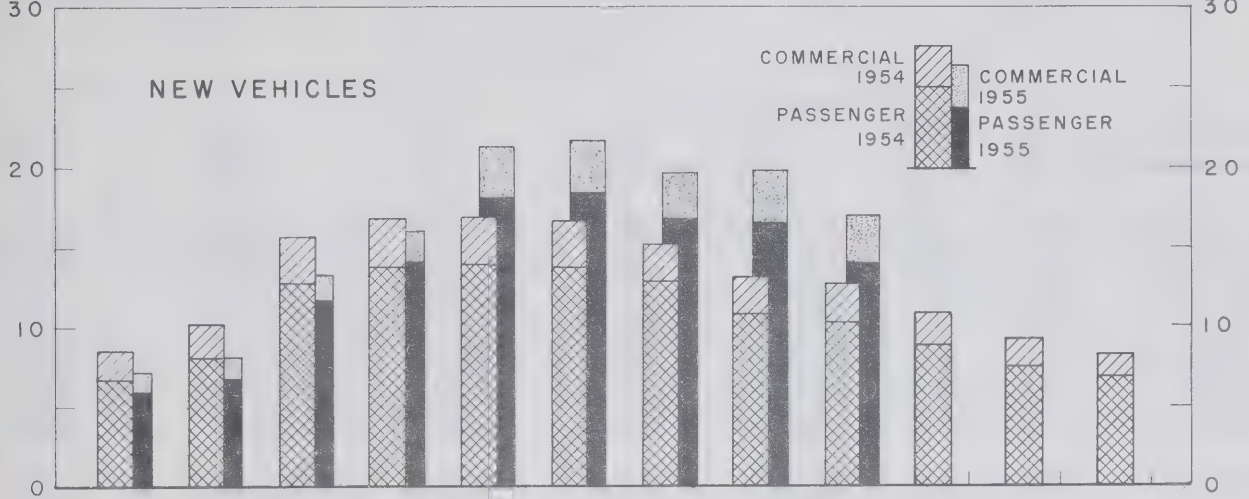


TABLE 1 New Motor Vehicle Sales, by Provinces
September 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$ '000	%
Passenger Cars						
Newfoundland	262	311	+ 18.7	629	759	+ 20.7
Prince Edward Island...	70	77	+ 10.0	167	182	+ 9.0
Nova Scotia	690	715	+ 3.6	1,674	1,735	+ 3.6
New Brunswick	447	529	+ 18.3	1,089	1,358	+ 24.7
Quebec	4,230	4,955	+ 17.1	11,047	13,079	+ 18.4
Ontario	12,371	11,541	- 6.7	30,940	29,844	- 3.5
Manitoba	997	1,140	+ 14.3	2,482	2,945	+ 18.7
Saskatchewan	815	1,007	+ 23.6	2,132	2,599	+ 21.9
Alberta	1,398	1,899	+ 35.8	3,612	4,970	+ 37.6
British Columbia	1,936	2,732	+ 41.1	4,837	6,905	+ 42.8
Canada	23,216	24,906	+ 7.3	58,609	64,376	+ 9.8
Commercial Vehicles						
Newfoundland	113	150	+ 32.7	243	370	+ 52.3
Prince Edward Island...	46	37	- 19.6	98	83	- 15.3
Nova Scotia	242	202	- 16.5	693	524	- 24.4
New Brunswick	205	207	+ 1.0	481	541	+ 12.5
Quebec	1,031	1,315	+ 27.5	2,729	4,319	+ 58.3
Ontario	1,876	2,439	+ 30.0	4,862	7,407	+ 52.3
Manitoba	217	421	+ 94.0	622	1,878	+ 201.9
Saskatchewan	294	409	+ 39.1	681	1,047	+ 53.7
Alberta	593	931	+ 57.0	1,587	2,988	+ 88.3
British Columbia	522	790	+ 51.3	1,276	2,259	+ 77.0
Canada	5,139	6,901	+ 34.3	13,272	21,416	+ 61.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	375	461	+ 22.9	872	1,129	+ 29.5
Prince Edward Island...	116	114	- 1.7	265	265	(2)
Nova Scotia	932	917	- 1.6	2,367	2,259	- 4.6
New Brunswick	652	736	+ 12.9	1,570	1,899	+ 21.0
Quebec	5,261	6,270	+ 19.2	13,776	17,398	+ 26.3
Ontario	14,247	13,980	- 1.9	35,802	37,251	+ 4.0
Manitoba	1,214	1,561	+ 28.6	3,104	4,823	+ 55.4
Saskatchewan	1,109	1,416	+ 27.7	2,813	3,646	+ 29.6
Alberta	1,991	2,830	+ 42.1	5,199	7,958	+ 53.1
British Columbia	2,458	3,522	+ 43.3	6,113	9,164	+ 49.9
Canada	28,355	31,807	+ 12.2	71,881	85,792	+ 19.4

(1) Revised
(2) Unchanged

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
September 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	806	1,109	+ 37.6	1,415	2,108	+ 49.0
Quebec	2,328	3,133	+ 34.6	4,632	6,540	+ 41.2
Ontario	4,985	6,228	+ 24.9	8,863	12,083	+ 36.3
Manitoba	364	501	+ 37.6	678	986	+ 45.4
Saskatchewan	372	592	+ 59.1	681	1,106	+ 62.4
Alberta	735	1,189	+ 61.8	1,414	2,388	+ 68.9
British Columbia	719	1,241	+ 72.6	1,438	2,580	+ 79.4
Canada	10,309	13,993	+ 35.7	19,121	27,791	+ 45.3
Commercial Vehicles						
Atlantic Provinces	298	331	+ 11.1	554	716	+ 29.2
Quebec	554	735	+ 32.7	1,202	1,834	+ 52.6
Ontario	703	917	+ 30.4	1,534	2,132	+ 39.0
Manitoba	72	137	+ 90.3	140	284	+ 102.9
Saskatchewan	111	138	+ 24.3	212	257	+ 21.2
Alberta	279	345	+ 23.7	750	876	+ 16.8
British Columbia	253	377	+ 49.0	619	1,179	+ 90.5
Canada	2,270	2,980	+ 31.3	5,011	7,278	+ 45.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,104	1,440	+ 30.4	1,969	2,824	+ 43.4
Quebec	2,882	3,868	+ 34.2	5,834	8,374	+ 43.5
Ontario	5,688	7,145	+ 25.6	10,397	14,215	+ 36.7
Manitoba	436	638	+ 46.3	818	1,270	+ 55.3
Saskatchewan	483	730	+ 51.1	893	1,363	+ 52.6
Alberta	1,014	1,534	+ 51.3	2,164	3,264	+ 50.8
British Columbia	972	1,618	+ 66.5	2,057	3,759	+ 82.7
Canada	12,579	16,973	+ 34.9	24,132	35,069	+ 45.3

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
September 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,931	3,394	+ 15.8	2,240	2,699	+ 20.5
Quebec	4,897	5,822	+ 18.9	4,297	5,006	+ 16.5
Ontario	11,120	13,019	+ 17.1	8,662	10,248	+ 18.3
Manitoba	1,079	1,303	+ 20.8	875	1,053	+ 20.3
Saskatchewan	1,174	1,364	+ 16.2	890	1,013	+ 13.8
Alberta	2,476	2,723	+ 10.0	2,026	2,191	+ 8.1
British Columbia	2,394	2,691	+ 12.4	2,261	2,430	+ 7.5
Canada	26,071	30,316	+ 16.3	21,251	24,640	+ 15.9
Commercial Vehicles						
Atlantic Provinces	896	946	+ 5.6	608	651	+ 7.1
Quebec	965	1,177	+ 22.0	820	903	+ 10.1
Ontario	1,606	1,620	+ 0.9	1,211	1,142	- 5.7
Manitoba	216	227	+ 5.1	164	168	+ 2.4
Saskatchewan	350	388	+ 10.9	278	273	- 1.8
Alberta	691	689	- 0.3	638	549	- 13.9
British Columbia	552	578	+ 4.7	508	532	+ 4.7
Canada	5,276	5,625	+ 6.6	4,227	4,218	- 0.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,827	4,340	+ 13.4	2,848	3,350	+ 17.6
Quebec	5,862	6,999	+ 19.4	5,117	5,909	+ 15.5
Ontario	12,726	14,639	+ 15.0	9,873	11,390	+ 15.4
Manitoba	1,295	1,530	+ 18.1	1,039	1,221	+ 17.5
Saskatchewan	1,524	1,752	+ 15.0	1,168	1,286	+ 10.1
Alberta	3,167	3,412	+ 7.7	2,664	2,740	+ 2.9
British Columbia	2,946	3,269	+ 11.0	2,769	2,962	+ 7.0
Canada	31,347	35,941	+ 14.7	25,478	28,858	+ 13.3

(1) Revised

63-007

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DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



POLITICAL ECONOMY

MERCHANDISING FILE 11 12

Statistics Canada



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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1955

New Motor Vehicle Sales

Due to passenger car sales, records continue to be broken in 1955. The January - October, 1955, period witnessed the largest number and dollar value of new motor vehicle sales in history. Passenger car sales for October, 1955, were larger in dollar value than any previous October but took second place in the number of cars sold. In 1950, 26,262 cars were sold during October for a value of \$54,166,000. While commercial vehicle sales have held up well in excess of 1954 sales, increases here have not kept pace with increased sales of passenger cars.

Buses and large trucks sold in New Brunswick and Saskatchewan account for the large value change relative to the moderate increase in numbers, while in British Columbia the relatively small value change is due to increased sales of low priced vehicles.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-105

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of Buses, October 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	3	15	11	32
Quebec	9	26	75	59
Ontario	7	15	68	22
Manitoba	15	19	274	35
Saskatchewan	2	6	5	20
Alberta	3	1	8	
British Columbia	3	1	9	
Canada	42	83	450	1,71

(1) Revised

Sales of European-Made Vehicles, October 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	1,146	1,474	+ 28.6	2,252	2,669	+ 18.5
Commercial Vehicles	136	232	+ 70.6	300	490	+ 63.3
Total	1,282	1,706	+ 33.1	2,552	3,159	+ 23.8

(1) Revised

Financing of Motor Vehicles SalesNew Vehicles

The increase in the financing of new vehicles for the January - October period was approximately in line with increased sales. As in the case of sales, most of the increase was due to passenger car transactions.

Used Vehicles

There has been a small increase in used vehicle financing compared with last year. The financing of commercial vehicles was down about 5% but this did not completely offset a small increase in used passenger car financing.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

NEW MOTOR VEHICLES SALES

1952-53-54-55

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1955/1954

OCTOBER

JANUARY TO OCTOBER

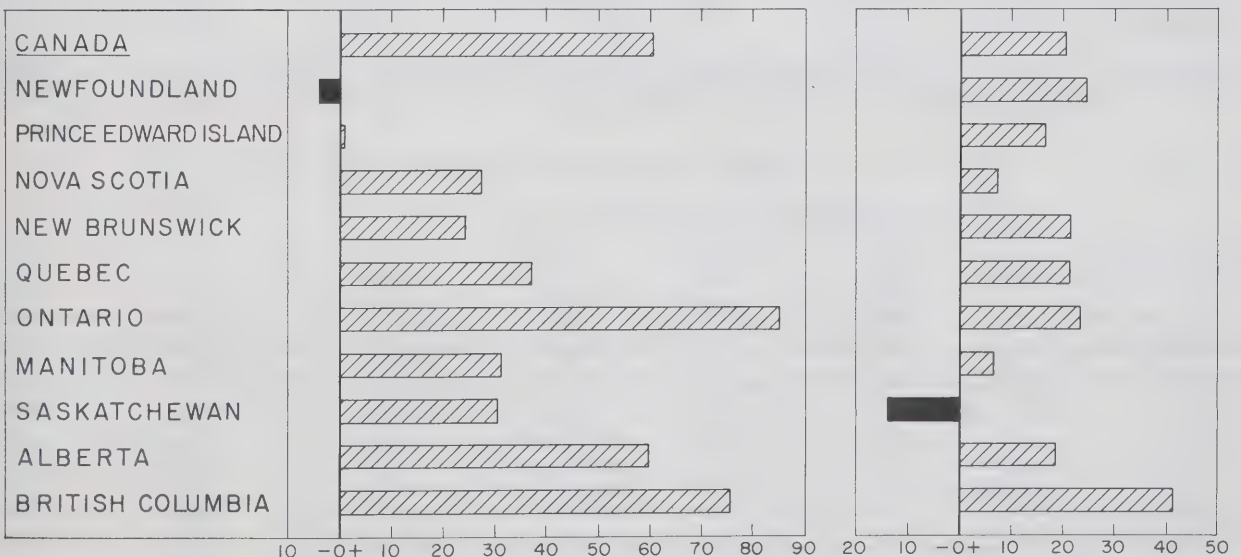


TABLE 1 New Motor Vehicle Sales, by Provinces
October 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	198	193	- 2.5	460	489	+ 6.3
Prince Edward Island...	51	72	+ 41.2	125	198	+ 58.4
Nova Scotia	585	769	+ 31.5	1,432	2,033	+ 42.0
New Brunswick	366	459	+ 25.4	895	1,231	+ 37.5
Quebec	3,592	5,069	+ 41.1	9,012	14,415	+ 60.0
Ontario	7,042	13,279	+ 88.6	17,634	37,096	+ 110.4
Manitoba	841	1,149	+ 36.6	2,027	3,183	+ 57.0
Saskatchewan	813	1,088	+ 33.8	2,040	2,986	+ 46.4
Alberta	1,210	1,933	+ 59.8	3,077	5,391	+ 75.2
British Columbia	1,296	2,124	+ 63.9	3,172	5,608	+ 76.8
Canada	15,994	26,135	+ 63.4	39,874	72,630	+ 82.1
Commercial Vehicles						
Newfoundland	103	96	- 6.8	265	232	- 12.5
Prince Edward Island...	46	26	- 43.5	105	59	- 43.8
Nova Scotia	203	234	+ 15.3	472	556	+ 17.8
New Brunswick	132	160	+ 21.2	341	711	+ 108.5
Quebec	996	1,222	+ 22.7	3,079	4,242	+ 37.8
Ontario	1,878	3,226	+ 71.8	5,103	9,005	+ 76.5
Manitoba	240	269	+ 12.1	809	991	+ 22.5
Saskatchewan	304	370	+ 21.7	687	1,032	+ 50.2
Alberta	508	810	+ 59.4	1,306	2,074	+ 58.8
British Columbia	408	870	+ 113.2	1,348	2,454	+ 82.0
Canada	4,818	7,283	+ 51.2	13,515	21,356	+ 58.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	301	289	- 4.0	725	721	- 0.6
Prince Edward Island...	97	98	+ 1.0	230	257	+ 11.7
Nova Scotia	788	1,003	+ 27.3	1,904	2,589	+ 36.0
New Brunswick	498	619	+ 24.3	1,236	1,942	+ 57.1
Quebec	4,588	6,291	+ 37.1	12,091	18,657	+ 54.3
Ontario	8,920	16,505	+ 85.0	22,737	46,101	+ 102.8
Manitoba	1,081	1,418	+ 31.2	2,836	4,174	+ 47.2
Saskatchewan	1,117	1,458	+ 30.5	2,727	4,018	+ 47.3
Alberta	1,718	2,743	+ 59.7	4,383	7,465	+ 70.3
British Columbia	1,704	2,994	+ 75.7	4,520	8,062	+ 78.4
Canada	20,812	33,418	+ 60.6	53,389	93,986	+ 76.0

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
October 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	669	885	+ 32.3	1,143	1,708	+ 49.4
Quebec	1,878	2,713	+ 44.5	3,680	5,662	+ 53.9
Ontario	4,240	5,392	+ 27.2	7,450	10,551	+ 41.6
Manitoba	306	410	+ 34.0	498	789	+ 58.4
Saskatchewan	351	564	+ 60.7	644	1,077	+ 67.2
Alberta	685	1,099	+ 60.4	1,315	2,171	+ 65.1
British Columbia	694	923	+ 33.0	1,346	1,928	+ 43.2
Canada	8,823	11,986	+ 35.8	16,076	23,886	+ 48.6
Commercial Vehicles						
Atlantic Provinces	218	300	+ 37.6	387	637	+ 64.6
Quebec	493	620	+ 25.8	1,172	1,516	+ 29.4
Ontario	668	868	+ 29.9	1,387	1,970	+ 42.0
Manitoba	78	83	+ 6.4	172	220	+ 27.9
Saskatchewan	121	130	+ 7.4	222	247	+ 11.3
Alberta	268	296	+ 10.4	669	713	+ 6.6
British Columbia	188	297	+ 58.0	488	890	+ 82.4
Canada	2,034	2,594	+ 27.5	4,497	6,193	+ 37.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	887	1,185	+ 33.6	1,530	2,345	+ 53.3
Quebec	2,371	3,333	+ 40.6	4,852	7,178	+ 47.9
Ontario	4,908	6,260	+ 27.5	8,837	12,521	+ 41.7
Manitoba	384	493	+ 28.4	670	1,009	+ 50.6
Saskatchewan	472	694	+ 47.0	866	1,324	+ 52.9
Alberta	953	1,395	+ 46.4	1,984	2,884	+ 45.4
British Columbia	882	1,220	+ 38.3	1,834	2,818	+ 53.7
Canada	10,857	14,580	+ 34.3	20,573	30,079	+ 46.2

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
October 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,317	2,756	+ 18.9	1,753	2,125	+ 21.2
Quebec	4,582	5,100	+ 11.3	3,989	4,293	+ 7.6
Ontario	10,448	11,486	+ 9.9	8,029	8,989	+ 12.0
Manitoba	912	1,125	+ 23.4	734	880	+ 19.9
Saskatchewan	1,109	1,400	+ 26.2	821	1,021	+ 24.4
Alberta	2,084	2,505	+ 20.2	1,647	1,993	+ 21.0
British Columbia	1,995	2,288	+ 14.7	1,847	2,067	+ 11.9
Canada	23,447	26,660	+ 13.7	18,820	21,368	+ 13.5
Commercial Vehicles						
Atlantic Provinces	733	748	+ 2.0	498	511	+ 2.6
Quebec	902	874	- 3.1	781	729	- 6.7
Ontario	1,510	1,410	- 6.6	1,141	1,090	- 4.5
Manitoba	231	219	- 5.2	172	168	- 2.3
Saskatchewan	345	339	- 1.7	263	235	- 10.6
Alberta	581	670	+ 15.3	610	563	- 7.7
British Columbia	463	494	+ 6.7	442	489	+ 10.6
Canada	4,765	4,754	- 0.2	3,907	3,785	- 3.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,050	3,504	+ 14.9	2,251	2,636	+ 17.1
Quebec	5,484	5,974	+ 8.9	4,770	5,022	+ 5.3
Ontario	11,958	12,896	+ 7.8	9,170	10,079	+ 9.9
Manitoba	1,143	1,344	+ 17.6	906	1,048	+ 15.7
Saskatchewan	1,454	1,739	+ 19.6	1,084	1,256	+ 15.9
Alberta	2,665	3,175	+ 18.9	2,257	2,556	+ 13.2
British Columbia	2,458	2,782	+ 13.2	2,289	2,556	+ 11.7
Canada	28,212	31,414	+ 11.3	22,727	25,153	+ 10.7

(1) Revised

63-007

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OTTAWA - CANADA

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MERCHANDISING FILE "A"

Vol. 27 - No. 11

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1955

New Motor Vehicle Sales

Passenger car sales in November were up nearly 45% over the corresponding month last year. Dollar value of sales was up 60%. The increase in sales of commercial vehicles was smaller at 24.6% for number of units and 15.3% for dollar value. The resulting total increase was substantial.

Total dollar value of sales for the January-November, 1955, period was higher than during any corresponding period in the past at \$1,170,222,000 and a record number of passenger cars (363,128 - value \$954,782,000) were sold.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

6505-506-115

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

2.

Sales of Buses, November 1954 and 1955

Province	Number of Units		Retail Value	
	<u>1954(1)</u>	<u>1955</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	6	-	112	-
Quebec	3	-	21	-
Ontario	55	15	1,099	291
Manitoba	11	5	208	93
Saskatchewan	-	3	-	18
Alberta	9	7	249	37
British Columbia	1	2	3	11
Canada	85	32	1,692	450

(1) Revised

Sales of European-Made Vehicles, November 1954 and 1955

	Number of Units			Retail Value		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	835	1,623	+ 94.4	1,634	2,981	+ 82.4
Commercial Vehicles	122	200	+ 63.9	246	428	+ 74.0
Total	957	1,823	+ 90.5	1,880	3,409	+ 81.3

(1) Revised

Financing of Motor Vehicles SalesNew Vehicles

This financing followed the trend of sales. A record number of passenger car units has been financed so far this year. The dollar amount of financing of passenger cars and commercial vehicles also sets a high point.

Used Vehicles

A small increase over November, 1954, in the financing of used passenger cars is recorded.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

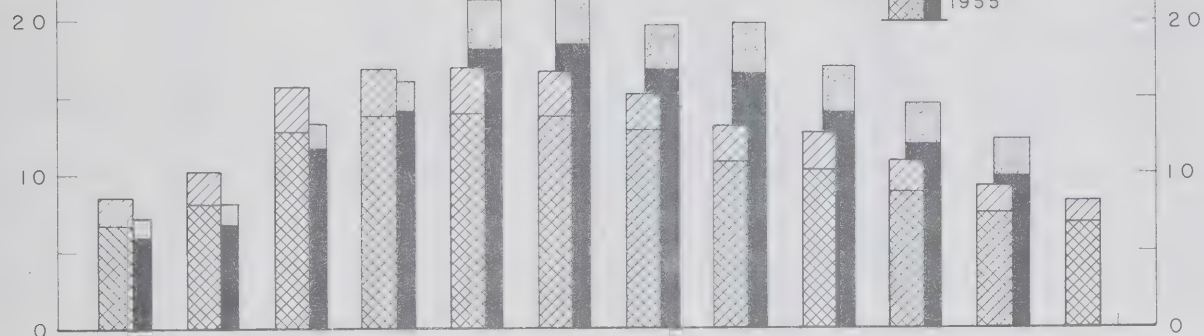
FINANCING OF MOTOR VEHICLE SALES IN CANADA 1954 (REVISED)-1955

THOUSANDS
OF VEHICLES
30

THOUSANDS
OF VEHICLES
30

NEW VEHICLES

COMMERCIAL
1954
PASSENGER
1954
COMMERCIAL
1955
PASSENGER
1955



USED VEHICLES

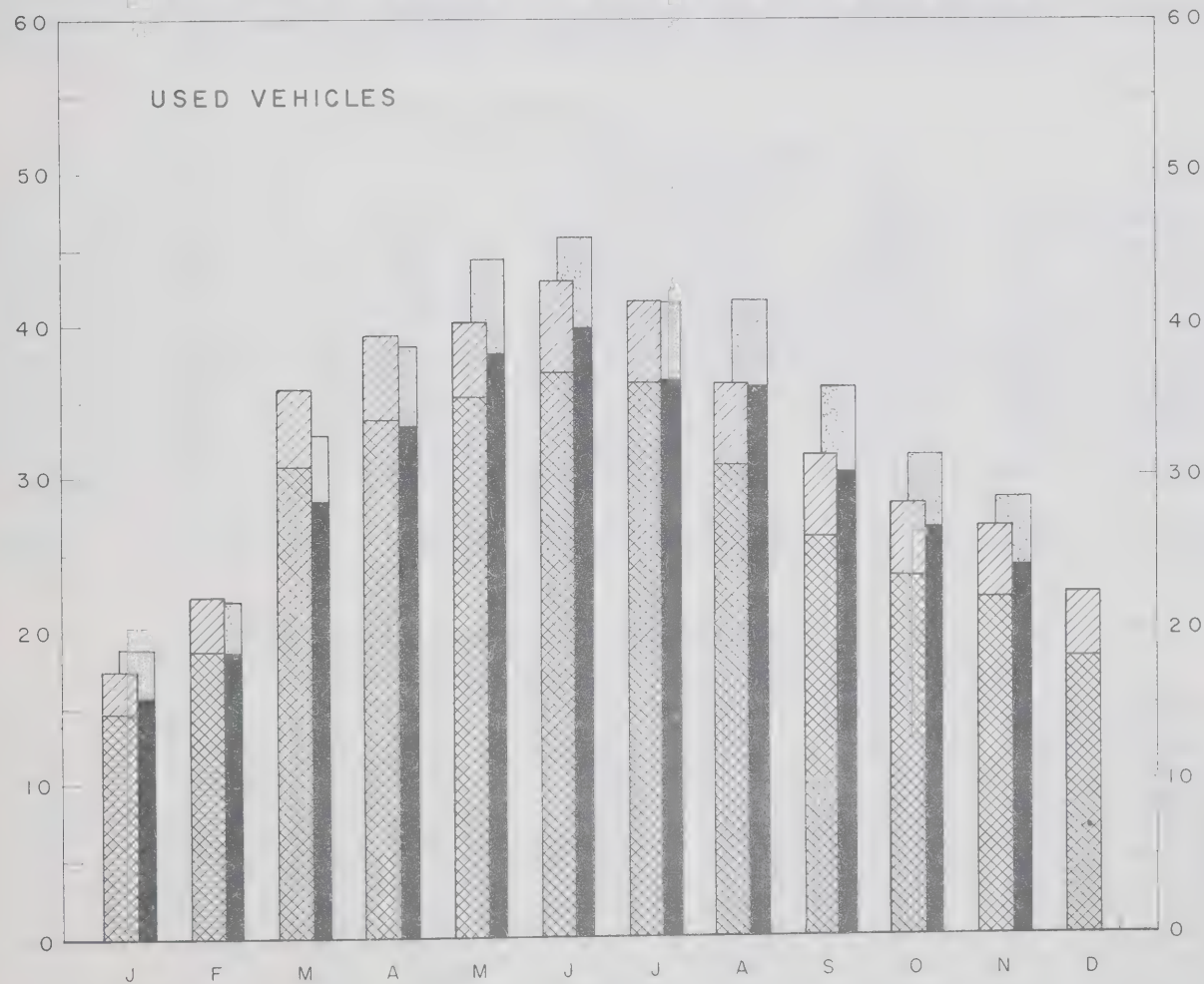


TABLE 1 New Motor Vehicle Sales, by Provinces
November 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	272	312	+ 14.7	669	817	+ 22.1
Prince Edward Island...	57	91	+ 59.6	139	235	+ 69.1
Nova Scotia	570	684	+ 20.0	1,433	1,852	+ 29.2
New Brunswick	485	693	+ 42.9	1,229	1,883	+ 53.2
Quebec	3,169	4,791	+ 51.2	8,405	13,953	+ 66.0
Ontario	7,446	11,266	+ 51.3	19,065	32,392	+ 69.9
Manitoba	665	817	+ 22.9	1,716	2,286	+ 33.2
Saskatchewan	667	876	+ 31.3	1,768	2,488	+ 40.7
Alberta	1,309	1,795	+ 37.1	3,381	5,122	+ 51.5
British Columbia	1,666	2,269	+ 36.2	4,177	6,131	+ 46.8
Canada	16,306	23,594	+ 44.7	41,982	67,159	+ 60.0
Commercial Vehicles						
Newfoundland	111	120	+ 8.1	234	289	+ 23.5
Prince Edward Island...	40	36	- 10.0	85	91	+ 7.1
Nova Scotia	159	194	+ 22.0	402	481	+ 19.7
New Brunswick	151	174	+ 15.2	406	472	+ 16.3
Quebec	978	1,128	+ 15.3	3,255	3,415	+ 4.9
Ontario	1,372	1,969	+ 43.5	5,388	5,963	+ 10.7
Manitoba	228	239	+ 4.8	769	811	+ 5.5
Saskatchewan	280	272	- 2.9	652	725	+ 11.2
Alberta	614	665	+ 8.3	1,746	1,939	+ 11.1
British Columbia	375	569	+ 51.7	998	1,877	+ 88.1
Canada	4,308	5,366	+ 24.6	13,935	16,063	+ 15.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	383	432	+ 12.8	903	1,106	+ 22.5
Prince Edward Island...	97	127	+ 30.9	224	326	+ 45.5
Nova Scotia	729	878	+ 20.4	1,835	2,333	+ 27.1
New Brunswick	636	867	+ 36.3	1,635	2,355	+ 44.0
Quebec	4,147	5,919	+ 42.7	11,660	17,368	+ 49.0
Ontario	8,818	13,235	+ 50.1	24,453	38,355	+ 56.9
Manitoba	893	1,056	+ 18.3	2,485	3,097	+ 24.6
Saskatchewan	947	1,148	+ 21.2	2,420	3,213	+ 32.8
Alberta	1,923	2,460	+ 27.9	5,127	7,061	+ 37.7
British Columbia	2,041	2,838	+ 39.0	5,175	8,008	+ 54.7
Canada	20,614	28,960	+ 40.5	55,917	83,222	+ 48.3

(1) Revised

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
November 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	564	737	+ 30.7	1,005	1,439	+ 43.2
Quebec	1,689	2,146	+ 27.1	3,153	4,689	+ 48.7
Ontario	3,223	4,703	+ 45.9	5,688	9,765	+ 71.7
Manitoba	273	252	- 7.7	495	502	+ 1.4
Saskatchewan	353	380	+ 7.6	622	760	+ 22.2
Alberta	745	938	+ 25.9	1,401	1,970	+ 40.6
British Columbia	569	754	+ 32.5	1,103	1,597	+ 44.8
Canada	7,416	9,910	+ 33.6	13,467	20,722	+ 53.9
Commercial Vehicles						
Atlantic Provinces	212	247	+ 16.5	406	510	+ 25.6
Quebec	436	549	+ 25.9	1,075	1,370	+ 27.4
Ontario	565	798	+ 41.2	1,157	1,965	+ 69.8
Manitoba	76	80	+ 5.3	153	196	+ 28.1
Saskatchewan	103	120	+ 16.5	183	219	+ 19.7
Alberta	255	322	+ 26.3	603	789	+ 30.8
British Columbia	157	219	+ 39.5	423	652	+ 54.1
Canada	1,804	2,335	+ 29.4	4,000	5,701	+ 42.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	776	984	+ 26.8	1,411	1,949	+ 38.1
Quebec	2,125	2,695	+ 26.8	4,228	6,059	+ 43.3
Ontario	3,788	5,501	+ 45.2	6,845	11,730	+ 71.4
Manitoba	349	332	- 4.9	648	698	+ 7.7
Saskatchewan	456	500	+ 9.6	805	979	+ 21.6
Alberta	1,000	1,260	+ 26.0	2,004	2,759	+ 37.7
British Columbia	726	973	+ 34.0	1,526	2,249	+ 47.4
Canada	9,220	12,245	+ 32.8	17,467	26,423	+ 51.3

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November 1954 and 1955**

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,230	2,565	+ 15.0	1,664	2,076	+ 24.8
Quebec	3,771	4,717	+ 25.1	3,235	4,148	+ 28.2
Ontario	9,892	10,881	+ 10.0	7,416	8,911	+ 20.2
Manitoba	824	778	- 5.6	670	641	- 4.3
Saskatchewan	1,116	1,054	- 5.6	839	774	- 7.7
Alberta	2,247	2,215	- 1.4	1,799	1,792	- 0.4
British Columbia	1,903	1,893	- 0.5	1,781	1,721	- 3.4
Canada	21,983	24,103	+ 9.6	17,404	20,063	+ 15.3
Commercial Vehicles						
Atlantic Provinces	641	675	+ 5.3	460	463	+ 0.7
Quebec	889	936	+ 5.3	833	841	+ 1.0
Ontario	1,456	1,359	- 6.7	1,189	1,060	- 10.8
Manitoba	183	196	+ 7.1	144	190	+ 31.9
Saskatchewan	373	334	- 10.5	261	224	- 14.2
Alberta	687	643	- 6.4	715	534	- 25.3
British Columbia	471	417	- 11.5	488	426	- 12.7
Canada	4,700	4,560	- 3.0	4,090	3,738	- 8.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,871	3,240	+ 12.9	2,124	2,539	+ 19.5
Quebec	4,660	5,653	+ 21.3	4,068	4,989	+ 22.6
Ontario	11,348	12,240	+ 7.9	8,605	9,971	+ 15.9
Manitoba	1,007	974	- 3.3	814	831	+ 2.1
Saskatchewan	1,489	1,388	- 6.8	1,100	998	- 9.3
Alberta	2,934	2,858	- 2.6	2,514	2,326	- 7.5
British Columbia	2,374	2,310	- 2.7	2,269	2,147	- 5.4
Canada	26,683	28,663	+ 7.4	21,494	23,801	+ 10.7

(1) Revised

63-007

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER 1955New Motor Vehicle Sales

Sales of passenger cars continued at a high level in December. Sales of 23,809 units set a new record for the last month of the year. The previous record was established in December, 1950, when 22,647 passenger cars were sold. Sales of commercial vehicles were down somewhat from the usual December figure but were higher than in December, 1954. The dollar value of sales of motor vehicles (\$85,342,000) was higher than in any former December, the previous high being December, 1953, when the value figure stood at \$63,921,000.

Cumulative figures reveal that 465,629 new motor vehicles were sold in 1955 for a value of \$1,255,564,000. This is a record for all time, the next highest results being for the year 1953, when 462,526 vehicles were sold for a value of \$1,162,471,000.

The outstanding factor in 1955 was the large number of passenger cars sold. The number of commercial vehicles sold has been exceeded in several recent years but sales of passenger cars, numbering 386,937, sets a new record. The comparable figure for 1953, the next highest year, was 359,172 passenger cars.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section

6505-506-12.5

Sales of Buses, December 1954 and 1955

<u>Province</u>	<u>Number of Units</u>		<u>Retail Value</u>	
	<u>1954</u>	<u>1955</u>	<u>1954</u> \$'000	<u>1955</u> \$'000
Atlantic Provinces	3	-	74	-
Quebec	8	6	191	158
Ontario	3	29	9	529
Manitoba	5	1	96	27
Saskatchewan	2	7	32	32
Alberta	1	11	3	50
British Columbia	1	-	2	-
CANADA	23	54	407	796

Sales of European-Made Vehicles, 1954 and 1955

	<u>December</u>			<u>December</u>		
	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1954(1)</u>	<u>1955</u>	<u>% Change</u>	<u>1954(1)</u> \$'000	<u>1955</u> \$'000	<u>% Change</u>
Passenger Cars	844	1,259	+ 49.2	1,659	2,295	+ 38.3
Commercial Vehicles	111	225	+102.7	223	493	+121.1
Total	955	1,484	+ 55.4	1,882	2,788	+ 48.1
<u>January to December</u>						
Passenger Cars	20,248	22,165	+ 9.5	38,463	40,616	+ 5.6
Commercial Vehicles	1,610	2,466	+ 53.2	3,233	5,051	+ 56.2
Total	21,858	24,631	+ 12.7	41,696	45,667	+ 9.5

(1) Revised

Financing of Motor Vehicle Sales

New Vehicles

Financing of new passenger cars followed the trend of sales and a new December record was set. An amount of \$16,979,000 was financed, the next highest figure being \$16,637,000 in December, 1952. The number of units financed, however, was exceeded in 1952 and 1953 when comparable figures were 10,096 and 8,682 units respectively.

The aggregate of vehicle units financed was up about 1,500 from last December but no new record was set. The total amount of financing during a month of December was higher on only one previous occasion, December, 1952.

Cumulative figures show that records were established in the number of passenger cars financed and in the amount of financing relative to these cars. Total financing of motor vehicles was at a high point in 1955 but, in respect of commercial vehicle financing, both the number of units financed and total financing have been exceeded in several recent years.

Used Vehicles

The number of used passenger cars and commercial vehicles financed dropped slightly in December compared with the corresponding period in 1954. However, the value financed held up, being above the 1954 figure by about \$540,000.

Cumulative figures indicate total financing of used vehicles in 1955 was up from the previous year but about \$50,000,000 less than the record year of 1953. A rise in passenger car financing accounted for the increase over 1954 and offset a small decrease in commercial vehicle financing.

Sales and Financing of New Vehicles Compared

<u>January to December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1954</u>	<u>1955</u>	<u>1954</u>	<u>1955</u>
No. Sold	310,546	386,937	72,082	78,692
No. Financed	126,099	152,546	28,005	28,593
% of Sales Financed	40.6	39.4	38.9	36.3

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
December 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	197	128	- 35.0	496	349	- 29.6
Prince Edward Island...	42	85	+102.4	104	222	+113.5
Nova Scotia	613	764	+ 24.6	1,534	2,076	+ 35.3
New Brunswick	443	506	+ 14.2	1,140	1,399	+ 22.7
Quebec	3,939	4,057	+ 3.0	10,429	12,202	+ 17.0
Ontario	8,378	11,505	+ 37.3	23,503	32,955	+ 40.2
Manitoba	890	929	+ 4.4	2,298	2,632	+ 14.5
Saskatchewan	967	856	- 11.5	2,525	2,446	- 3.1
Alberta	1,839	1,850	+ 0.6	4,741	5,375	+ 13.4
British Columbia	2,145	3,129	+ 45.9	5,478	8,818	+ 61.0
Canada	19,453	23,809	+ 22.4	52,248	68,474	+ 31.1
Commercial Vehicles						
Newfoundland	98	62	- 36.7	214	155	- 27.6
Prince Edward Island...	19	31	+ 63.2	42	81	+ 92.9
Nova Scotia	177	214	+ 20.9	462	684	+ 48.1
New Brunswick	163	166	+ 1.8	379	452	+ 19.3
Quebec	894	909	+ 1.7	3,200	3,284	+ 2.6
Ontario	1,307	1,912	+ 46.3	3,801	7,057	+ 85.7
Manitoba	193	247	+ 28.0	580	816	+ 40.7
Saskatchewan	199	178	- 10.6	477	504	+ 5.7
Alberta	441	567	+ 28.6	1,169	1,685	+ 44.1
British Columbia	398	701	+ 76.1	1,225	2,150	+ 75.5
Canada	3,889	4,987	+ 28.2	11,549	16,868	+ 46.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	295	190	- 35.6	710	504	- 29.0
Prince Edward Island...	61	116	+ 90.2	146	303	+107.5
Nova Scotia	790	978	+ 23.8	1,996	2,760	+ 38.3
New Brunswick	606	672	+ 10.9	1,519	1,851	+ 21.9
Quebec	4,833	4,966	+ 2.8	13,629	15,486	+ 13.6
Ontario	9,685	13,417	+ 38.5	27,304	40,012	+ 46.5
Manitoba	1,083	1,176	+ 8.6	2,878	3,448	+ 19.8
Saskatchewan	1,166	1,034	- 11.3	3,002	2,950	- 1.7
Alberta	2,280	2,417	+ 6.0	5,910	7,060	+ 19.5
British Columbia	2,543	3,830	+ 50.6	6,703	10,968	+ 63.6
Canada	23,342	28,796	+ 23.4	63,797	85,342	+ 33.8

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces
January-to-December 1954 and 1955

Province	Number			Retail Value		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	3,740	4,636	+ 24.0	8,953	11,473	+ 28.1
Prince Edward Island...	1,101	1,490	+ 35.3	2,699	3,647	+ 35.1
Nova Scotia	11,103	12,413	+ 11.8	27,303	31,180	+ 14.2
New Brunswick	7,935	9,799	+ 23.5	19,761	25,021	+ 26.6
Quebec	65,625	80,918	+ 23.3	172,863	219,403	+ 26.9
Ontario	141,188	180,889	+ 28.1	362,155	479,458	+ 32.4
Manitoba	15,113	16,476	+ 9.0	38,454	43,426	+ 12.9
Saskatchewan	16,143	14,813	- 8.2	42,049	39,140	- 6.9
Alberta	22,120	27,774	+ 25.6	57,470	73,836	+ 28.5
British Columbia	26,478	37,729	+ 42.5	65,847	96,672	+ 46.8
Canada	310,546	386,937	+ 24.6	797,554	1,023,256	+ 28.3
Commercial Vehicles						
Newfoundland	1,484	1,645	+ 10.8	3,282	3,977	+ 21.2
Prince Edward Island...	599	554	- 7.5	1,278	1,275	- 0.2
Nova Scotia	3,201	3,175	- 0.8	7,210	7,774	+ 7.8
New Brunswick	2,437	2,846	+ 16.8	5,782	7,604	+ 31.5
Quebec	14,444	16,181	+ 12.0	41,499	53,081	+ 27.9
Ontario	24,966	28,286	+ 13.3	68,272	84,196	+ 23.3
Manitoba	3,656	3,698	+ 1.1	9,926	12,257	+ 23.5
Saskatchewan	5,999	4,604	- 23.3	14,426	11,393	- 21.0
Alberta	8,837	8,769	- 0.8	22,692	25,337	+ 11.7
British Columbia	6,459	8,934	+ 38.3	17,597	25,414	+ 44.4
Canada	72,082	78,692	+ 9.2	191,964	232,308	+ 21.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	5,224	6,281	+ 20.2	12,235	15,450	+ 26.3
Prince Edward Island...	1,700	2,044	+ 20.2	3,977	4,922	+ 23.8
Nova Scotia	14,304	15,588	+ 9.0	34,513	38,954	+ 12.9
New Brunswick	10,372	12,645	+ 21.9	25,543	32,625	+ 27.7
Quebec	80,069	97,099	+ 21.3	214,362	272,484	+ 27.1
Ontario	166,154	209,175	+ 25.9	430,427	563,654	+ 31.0
Manitoba	18,769	20,174	+ 7.5	48,380	55,683	+ 15.1
Saskatchewan	22,142	19,417	- 12.3	56,475	50,533	- 10.5
Alberta	30,957	36,543	+ 18.0	80,162	99,173	+ 23.7
British Columbia	32,937	46,663	+ 41.7	83,444	122,086	+ 46.3
Canada	382,628	465,629	+ 21.7	989,518	1,255,564	+ 26.9

(1) Revised.

TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces
December 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	503	515	+ 2.4	910	1,010	+ 11.0
Quebec	1,308	1,624	+ 24.2	2,664	3,640	+ 36.6
Ontario	2,969	3,823	+ 28.8	5,346	8,060	+ 50.8
Manitoba	228	372	+ 63.2	405	708	+ 74.8
Saskatchewan	298	261	- 12.4	528	520	- 1.5
Alberta	754	656	- 13.0	1,467	1,387	- 5.5
British Columbia	710	752	+ 5.9	1,390	1,654	+ 19.0
Canada	6,770	8,003	+ 18.2	12,710	16,979	+ 33.6
Commercial Vehicles						
Atlantic Provinces	169	147	- 13.0	365	327	- 10.4
Quebec	356	460	+ 29.2	982	1,335	+ 35.9
Ontario	489	645	+ 31.9	1,111	1,841	+ 65.7
Manitoba	43	60	+ 39.5	109	172	+ 57.8
Saskatchewan	70	65	- 7.1	120	174	+ 45.0
Alberta	235	211	- 10.2	613	576	- 6.0
British Columbia	149	194	+ 30.2	371	645	+ 73.9
Canada	1,511	1,782	+ 17.9	3,671	5,070	+ 38.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	672	662	- 1.5	1,275	1,337	+ 4.9
Quebec	1,664	2,084	+ 25.2	3,646	4,975	+ 36.5
Ontario	3,458	4,468	+ 29.2	6,457	9,901	+ 53.3
Manitoba	271	432	+ 59.4	514	880	+ 71.2
Saskatchewan	368	326	- 11.4	648	694	+ 7.1
Alberta	989	867	- 12.3	2,080	1,963	- 5.6
British Columbia	859	946	+ 10.1	1,761	2,299	+ 30.6
Canada	8,281	9,785	+ 18.2	16,381	22,049	+ 34.6

(1) Revised.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
January-to-December 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	10,597	12,007	+ 13.3	18,539	22,464	+ 21.2
Quebec	29,734	35,372	+ 19.0	57,801	73,136	+ 26.5
Ontario	54,846	69,653	+ 27.0	97,244	133,874	+ 37.7
Manitoba	5,210	5,266	+ 1.1	9,231	9,911	+ 7.4
Saskatchewan	5,839	5,287	- 9.5	10,359	9,850	- 4.9
Alberta	10,744	12,930	+ 20.3	20,072	25,406	+ 26.6
British Columbia	9,129	12,031	+ 31.8	17,654	24,498	+ 38.8
Canada	126,099	152,546	+ 21.0	230,900	299,139	+ 29.6
Commercial Vehicles						
Atlantic Provinces	3,310	3,400	+ 2.7	6,260	7,187	+ 14.8
Quebec	6,614	6,888	+ 4.1	15,072	17,057	+ 13.2
Ontario	8,606	9,501	+ 10.4	17,494	22,427	+ 28.2
Manitoba	1,150	974	- 15.3	2,382	2,171	- 8.9
Saskatchewan	1,956	1,252	- 36.0	4,131	2,665	- 35.5
Alberta	3,844	3,417	- 11.1	9,736	8,854	- 9.1
British Columbia	2,525	3,161	+ 25.2	6,284	9,076	+ 44.4
Canada	28,005	28,593	+ 2.1	61,359	69,437	+ 13.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	13,907	15,407	+ 10.8	24,799	29,651	+ 19.6
Quebec	36,348	42,260	+ 16.3	72,873	90,193	+ 23.8
Ontario	63,452	79,154	+ 24.7	114,738	156,301	+ 36.2
Manitoba	6,360	6,240	- 1.9	11,613	12,082	+ 4.0
Saskatchewan	7,795	6,539	- 16.1	14,490	12,515	- 13.6
Alberta	14,588	16,347	+ 12.1	29,808	34,260	+ 14.9
British Columbia	11,654	15,192	+ 30.4	23,938	33,574	+ 40.3
Canada	154,104	181,139	+ 17.5	292,259	368,576	+ 26.1

(1) Revised.

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
December 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$'000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,831	1,855	+ 1.3	1,403	1,461	+ 4.1
Quebec	2,894	3,423	+ 18.3	2,586	3,130	+ 21.0
Ontario	7,992	8,007	+ 0.2	6,207	6,538	+ 5.3
Manitoba	604	760	+ 25.8	473	620	+ 31.1
Saskatchewan	967	728	- 24.7	715	580	- 18.9
Alberta	2,116	1,609	- 24.0	1,690	1,314	- 22.2
British Columbia	1,810	1,541	- 14.9	1,759	1,499	- 14.8
Canada	18,214	17,923	- 1.6	14,833	15,142	+ 2.1
Commercial Vehicles						
Atlantic Provinces	542	554	+ 2.2	369	454	+ 23.0
Quebec	748	763	+ 2.0	776	879	+ 13.3
Ontario	1,286	1,175	- 8.6	983	1,066	+ 8.4
Manitoba	147	171	+ 16.3	103	171	+ 66.0
Saskatchewan	327	231	- 29.4	238	196	- 17.6
Alberta	714	551	- 22.8	687	627	- 8.7
British Columbia	367	358	- 2.5	366	360	- 1.6
Canada	4,131	3,803	- 7.9	3,522	3,753	+ 6.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,373	2,409	+ 1.5	1,772	1,915	+ 8.1
Quebec	3,642	4,186	+ 14.9	3,362	4,009	+ 19.2
Ontario	9,278	9,182	- 1.0	7,190	7,604	+ 5.8
Manitoba	751	931	+ 24.0	576	791	+ 37.3
Saskatchewan	1,294	959	- 25.9	953	776	- 18.6
Alberta	2,830	2,160	- 23.7	2,377	1,941	- 18.3
British Columbia	2,177	1,899	- 12.8	2,125	1,859	- 12.5
Canada	22,345	21,726	- 2.8	18,355	18,895	+ 2.9

(1) Revised.

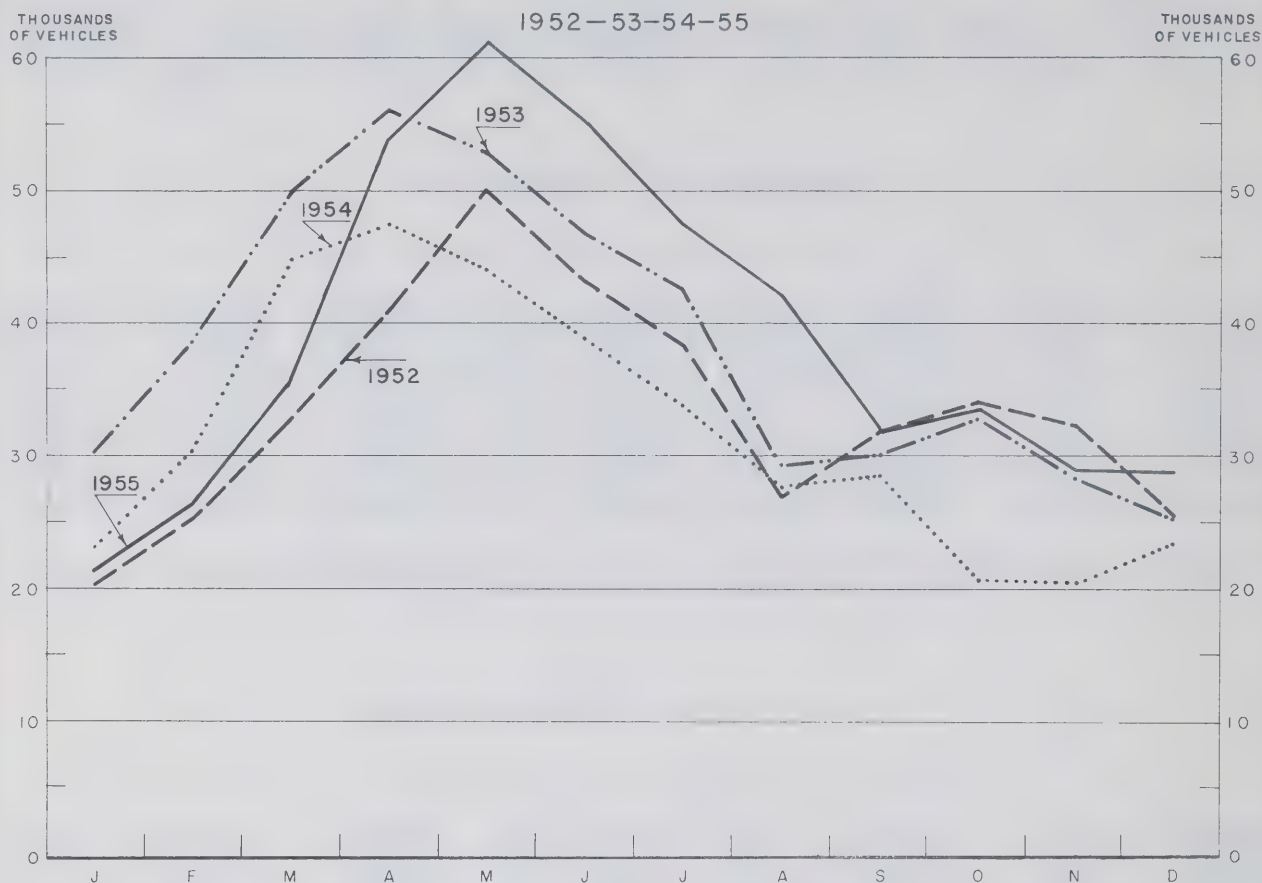
TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
January-to-December 1954 and 1955

Province	Number of Vehicles			Amount of Financing		
	1954 (1)	1955	% Change, 1955/54	1954 (1)	1955	% Change, 1955/54
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	33,141	36,674	+ 10.7	25,252	28,953	+ 14.7
Quebec	62,050	67,501	+ 8.8	55,381	59,068	+ 6.7
Ontario	142,697	151,848	+ 6.4	113,892	121,524	+ 6.7
Manitoba	13,514	13,118	- 2.9	11,266	10,505	- 6.8
Saskatchewan	17,107	14,686	- 14.2	13,233	10,962	- 17.2
Alberta	29,590	31,331	+ 5.9	24,362	25,613	+ 5.1
British Columbia	27,854	30,076	+ 8.0	25,758	28,065	+ 9.0
Canada	325,953	345,234	+ 5.9	269,144	284,690	+ 5.8
Commercial Vehicles						
Atlantic Provinces	8,542	8,979	+ 5.1	6,006	6,383	+ 6.3
Quebec	10,939	11,195	+ 2.3	9,867	9,962	+ 1.0
Ontario	18,322	17,673	- 3.5	14,669	13,475	- 8.1
Manitoba	2,535	2,464	- 2.8	2,100	2,116	+ 0.8
Saskatchewan	4,527	3,815	- 15.7	3,647	2,774	- 23.9
Alberta	8,214	8,018	- 2.4	8,243	7,183	- 12.9
British Columbia	5,592	5,767	+ 3.1	5,711	6,015	+ 5.3
Canada	58,671	57,911	- 1.3	50,243	47,908	- 4.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	41,683	45,653	+ 9.5	31,258	35,336	+ 13.0
Quebec	72,989	78,696	+ 7.8	65,248	69,030	+ 5.8
Ontario	161,019	169,521	+ 5.3	128,561	134,999	+ 5.0
Manitoba	16,049	15,582	- 2.9	13,366	12,621	- 5.6
Saskatchewan	21,634	18,501	- 14.5	16,880	13,736	- 18.6
Alberta	37,804	39,349	+ 4.1	32,605	32,796	+ 0.6
British Columbia	33,446	35,843	+ 7.2	31,469	34,080	+ 8.3
Canada	384,624	403,145	+ 4.8	319,387	332,598	+ 4.1

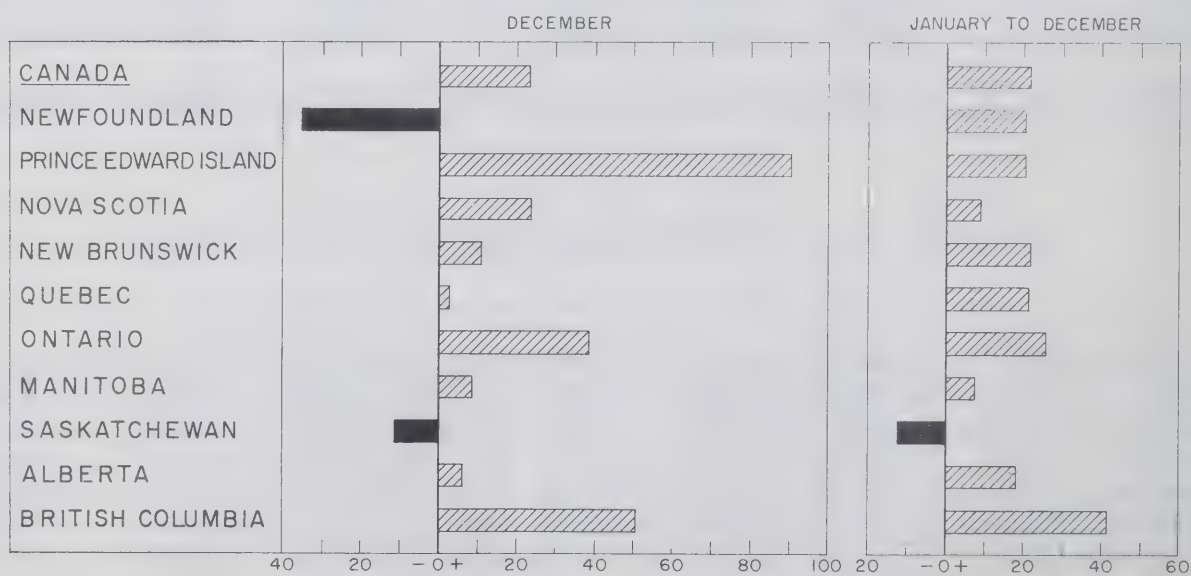
(1) Revised.

NEW MOTOR VEHICLES SALES

1952-53-54-55



% CHANGE IN NEW MOTOR VEHICLE SALES BY PROVINCES 1955/1954



63-007

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

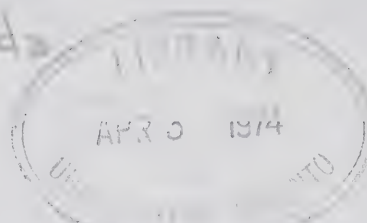
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UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

MERCHANDISING FILE "M"

Vol. 28 - No. 1



\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JANUARY 1956

New Motor Vehicle Sales

Sales of passenger cars were down to 16,859 units in January from the December figure of 23,809 units. January sales also showed a moderate drop from sales one year ago, when the number of units sold was 17,810. Comparing the dollar value of sales in January, 1956, with January, 1955, little change is recorded.

Sales of commercial vehicles were down to 4,447 units from 4,987 in December, 1955. Sales were up from 3,576 units in January, 1955, and the dollar value of sales increased more than 50%.

Taking passenger cars and commercial vehicles together, there was a negligible change in number of units sold and the value of sales was up about 10%.

Note: Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division

6505-506-16

Sales of Buses, January 1955 and 1956

Province	Number of Units		Retail Value	
	<u>1955</u>	<u>1956</u>	<u>1955</u> \$'000	<u>1956</u> \$'000
Atlantic Provinces	1	-	3	-
Quebec	4	4	53	43
Ontario	4	1	32	8
Manitoba	-	-	-	-
Saskatchewan	2	-	6	-
Alberta	11	6	74	34
British Columbia	2	2	11	11
Canada	24	13	179	96

Sales of European-Made Vehicles, January 1955 and 1956

	Number of Units			Retail Value		
	<u>1955</u>	<u>1956</u>	<u>% Change</u>	<u>1955</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
Passenger Cars	1,109	2,067	+ 86.4	2,112	3,724	+ 76.3
Commercial Vehicles	87	332	+ 282.6	177	717	+ 305.1
Total	1,196	2,399	+ 100.6	2,289	4,441	+ 94.0

Financing of Motor Vehicle SalesNew Vehicles

There were 7,578 passenger cars financed in January, down somewhat from the December figure of 8,003, but well above 5,963 units financed one year ago. The value financed was higher than in any previous January at \$16,472,000. The number of passenger cars financed in a month of January was exceeded only in January, 1953, when 8,821 units were financed.

Commercial vehicles financed were up to 1,685 units from 1,208 a year previous and only slightly below the December figure of 1,782 units. The dollar value was up from a year ago by over 77%. The total picture for financing new vehicles showed a substantial increase from January, 1955, and only a small decrease from December, 1955.

Used Vehicles

The financing of used passenger cars was up sharply from last January. There were 18,384 units financed, compared with 15,748 a year previous and 17,923 units in December, 1955. The change in commercial vehicle financing was small when a comparison is made with January, 1955, and the total increase in value financed was 18%, all accounted for by passenger car financing.

Note: The financing shown herein represents only that business done by sales and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
January 1955 and 1956

Province	Number			Retail Value		
	1955	1956	% Change, 1956/1955	1955	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	263	185	- 29.7	660	485	- 26.5
Prince Edward Island...	67	51	- 23.9	167	131	- 21.6
Nova Scotia	539	484	- 10.2	1,337	1,243	- 7.0
New Brunswick	364	322	- 11.5	933	835	- 10.5
Quebec	3,238	3,574	+ 10.4	9,107	10,401	+ 14.2
Ontario	8,817	8,042	- 8.8	23,405	23,385	- 0.1
Manitoba	550	528	- 4.0	1,442	1,501	+ 4.1
Saskatchewan	708	437	- 38.3	1,897	1,266	- 33.3
Alberta	1,315	1,191	- 9.4	3,410	3,350	- 1.8
British Columbia	1,949	2,045	+ 4.9	4,884	5,211	+ 6.7
Canada	17,810	16,859	- 5.3	47,242	47,808	+ 1.2
Commercial Vehicles						
Newfoundland	58	78	+ 34.5	123	219	+ 78.0
Prince Edward Island...	13	17	+ 30.8	28	44	+ 57.1
Nova Scotia	84	170	+ 102.4	193	486	+ 151.8
New Brunswick	113	148	+ 31.0	299	500	+ 67.2
Quebec	754	978	+ 29.7	2,538	3,726	+ 46.8
Ontario	1,429	1,807	+ 26.5	3,894	6,844	+ 75.8
Manitoba	104	162	+ 55.8	294	528	+ 79.6
Saskatchewan	177	153	- 13.6	406	409	+ 0.7
Alberta	465	467	+ 0.4	1,346	1,525	+ 13.3
British Columbia	379	467	+ 23.2	1,146	1,542	+ 34.6
Canada	3,576	4,447	+ 24.4	10,267	15,823	+ 54.1
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	321	263	- 18.1	783	704	- 10.1
Prince Edward Island...	80	68	- 15.0	195	175	- 10.3
Nova Scotia	623	654	+ 5.0	1,530	1,729	+ 13.0
New Brunswick	477	470	- 1.5	1,232	1,335	+ 8.4
Quebec	3,992	4,552	+ 14.0	11,645	14,127	+ 21.3
Ontario	10,246	9,849	- 3.9	27,299	30,229	+ 10.7
Manitoba	654	690	+ 5.5	1,736	2,029	+ 16.9
Saskatchewan	885	590	- 33.3	2,303	1,675	- 27.3
Alberta	1,780	1,658	- 6.9	4,756	4,875	+ 2.5
British Columbia	2,328	2,512	+ 7.9	6,030	6,753	+ 12.0
Canada	21,386	21,306	- 0.4	57,509	63,631	+ 10.6

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces

January 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955	1956	% Change, 1956/1955	1955	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	419	494	+ 17.9	753	990	+ 31.5
Quebec	1,145	1,725	+ 50.7	2,316	3,940	+ 70.1
Ontario	2,727	3,497	+ 28.2	4,982	7,467	+ 49.9
Manitoba	183	193	+ 5.5	329	414	+ 25.8
Saskatchewan	244	230	- 5.7	442	476	+ 7.7
Alberta	602	658	+ 9.3	1,154	1,418	+ 22.9
British Columbia	643	781	+ 21.5	1,219	1,767	+ 45.1
Canada	5,963	7,578	+ 27.1	11,195	16,472	+ 47.1
Commercial Vehicles						
Atlantic Provinces	133	149	+ 12.0	260	341	+ 31.2
Quebec	279	419	+ 50.2	665	1,284	+ 93.0
Ontario	386	616	+ 59.6	933	1,792	+ 92.1
Manitoba	30	57	+ 90.0	70	166	+ 137.1
Saskatchewan	47	70	+ 48.9	91	184	+ 102.2
Alberta	198	229	+ 15.7	457	684	+ 49.7
British Columbia	135	145	+ 7.4	333	534	+ 60.4
Canada	1,208	1,685	+ 39.5	2,809	4,985	+ 77.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	552	643	+ 16.5	1,013	1,331	+ 31.4
Quebec	1,424	2,144	+ 50.6	2,981	5,224	+ 75.2
Ontario	3,113	4,113	+ 32.1	5,915	9,259	+ 56.5
Manitoba	213	250	+ 17.4	399	580	+ 45.4
Saskatchewan	291	300	+ 3.1	533	660	+ 23.8
Alberta	800	887	+ 10.9	1,611	2,102	+ 30.5
British Columbia	778	926	+ 19.0	1,552	2,301	+ 48.3
Canada	7,171	9,263	+ 29.2	14,004	21,457	+ 53.2

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
January 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955	1956	% Change, 1956/1955	1955	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,461	1,788	+ 22.4	1,179	1,463	+ 24.1
Quebec	2,343	3,248	+ 38.6	2,154	3,040	+ 41.1
Ontario	7,303	8,676	+ 18.8	5,917	7,548	+ 27.6
Manitoba	588	594	+ 1.0	493	516	+ 4.7
Saskatchewan	672	646	- 3.9	482	472	- 2.1
Alberta	1,660	1,722	+ 3.7	1,403	1,467	+ 4.6
British Columbia	1,721	1,710	- 0.6	1,605	1,641	+ 2.2
Canada	15,748	18,384	+ 16.7	13,233	16,147	+ 22.0
Commercial Vehicles						
Atlantic Provinces	405	415	+ 2.5	289	312	+ 8.0
Quebec	542	586	+ 8.1	663	536	- 19.2
Ontario	1,062	1,064	+ 0.2	866	959	+ 10.7
Manitoba	138	132	- 4.3	116	113	- 2.6
Saskatchewan	220	140	- 36.4	189	107	- 43.4
Alberta	507	434	- 14.4	427	420	- 1.6
British Columbia	328	352	+ 7.3	312	403	+ 29.2
Canada	3,202	3,123	- 2.5	2,862	2,850	- 0.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,866	2,203	+ 18.1	1,468	1,775	+ 20.9
Quebec	2,885	3,834	+ 32.9	2,817	3,576	+ 26.9
Ontario	8,365	9,740	+ 16.4	6,783	8,507	+ 25.4
Manitoba	726	726	(a)	609	629	+ 3.3
Saskatchewan	892	786	- 11.9	671	579	- 13.7
Alberta	2,167	2,156	- 0.5	1,830	1,887	+ 3.1
British Columbia	2,049	2,062	+ 0.6	1,917	2,044	+ 6.6
Canada	18,950	21,507	+ 13.5	16,095	18,997	+ 18.0

(a) Unchanged

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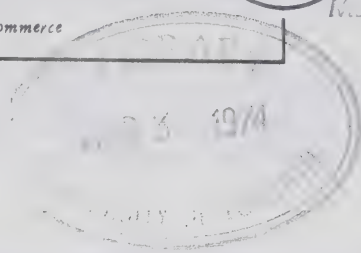
OTTAWA - CANADA

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MERCHANDISING FILE "X"

Statistics Canada



Vol. 28 - No. 2

\$2.00 a year

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCINGFEBRUARY 1956New Motor Vehicle Sales

Sales of new passenger cars numbered 23,267 units in February, compared with 16,859 in January, 1956, and 22,084 in February, 1955. Value figures were \$66,968,000 for the current month, compared with \$47,808,000 for the previous month and \$58,041,000 for February, 1955. A comparison of the current month with the same period one year ago shows an increase in sales in all except four provinces.

Sales of new commercial vehicles numbered 5,243 units, compared with 4,447 in January, 1956, and 4,212 in February, 1955. Value figures were \$18,914,000 for the current month, compared with \$15,823,000 for the previous month and \$12,005,000 for February, 1955. Sales of buses amounted to 12 units, value \$231,000 in February and comparable figures for one year ago were 10 units, value \$112,000.

For all of Canada during February combined sales of new passenger cars and commercial vehicles showed an increase over the same period last year of 8.4% in number of units and 22.6% in value of vehicles. For the year to date these figures stand at 4.5% and 17.2% respectively.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-26

Sales of European-Made Vehicles, February 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	1,320	2,150	+ 62.9	2,502	3,854	+ 54.0
Commercial Vehicles	149	251	+ 68.5	297	523	+ 76.1
Total	1,469	2,401	+ 63.4	2,799	4,377	+ 56.4

(1) Revised.

New Motor Vehicle Sales, January and February 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	39,894	40,126	+ 0.6	105,283	114,776	+ 9.0
Commercial Vehicles	7,788	9,690	+ 24.4	22,272	34,737	+ 56.0
Total	47,682	49,816	+ 4.5	127,555	149,513	+ 17.2

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

Financing of new passenger cars covered 8,524 units in February, compared with 7,578 in January, 1956, and 6,911 in February one year ago. The value financed in February, 1956, was \$18,630,000, a figure never exceeded in a previous month of February and approached only in 1953 when the value financed during February reached \$16,066,000. The figure for January, 1956, was \$16,472,000 and for February, 1955, was \$13,140,000.

Commercial vehicle financing covered 1,546 units compared with 1,685 in January, 1956, and 1,280 in February, 1955. The value financed was \$4,636,000 during the current month, compared with \$4,985,000 and \$3,026,000 respectively for January, 1956, and February, 1955.

For all of Canada during February, 1956, financing of total passenger cars and commercial vehicles showed an increase of 22.9% in number of units financed and an increase of 43.9% in the value financed when a comparison is made with February a year ago. For the year to date these figures stand at 25.8% and 48.2%.

Used Vehicles

The number of used passenger cars financed in February was 22,547 compared with 18,384 in January, 1956, and 19,105 in February, 1955. Value financed was \$20,083,000 compared with \$16,147,000 in January, 1956, and \$16,031,000 in February, 1955.

With respect to commercial vehicles, 3,328 units were financed compared with 3,123 in January, 1956, and 3,288 in February, 1955. Value financed was \$2,970,000 in the current month, compared with \$2,850,000 in January, 1956, and \$2,924,000 in February, 1955.

Together used passenger cars and commercial vehicles financed were up in February, 1956, over the same month a year ago by 15.5% in number of units and 21.6% in value financed. For the year to date these figures stand at 14.6% and 20.0% respectively.

Motor Vehicle Financing, January and February 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	13,874	16,102	+ 16.1	24,335	35,102	+ 44.2
Commercial Vehicles	2,488	3,231	+ 29.9	5,835	9,621	+ 64.9
Total	15,362	19,333	+ 25.8	30,170	44,724	+ 48.2
Used Vehicles:						
Passenger Cars	34,853	40,931	+ 17.4	29,264	36,230	+ 23.8
Commercial Vehicles	6,490	6,451	- 0.6	5,786	5,820	+ 0.6
Total	41,343	47,382	+ 14.6	35,050	42,050	+ 20.0

(1) Revised.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
February 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$ '000	%
Passenger Cars						
Newfoundland	277	170	- 38.6	700	442	- 36.9
Prince Edward Island...	43	104	+141.9	107	278	+159.8
Nova Scotia	450	665	+ 47.8	1,112	1,754	+ 57.7
New Brunswick	338	524	+ 55.0	864	1,465	+ 69.6
Quebec	4,580	5,548	+ 21.1	12,347	16,800	+ 36.1
Ontario	10,716	10,994	+ 2.6	28,262	31,443	+ 11.3
Manitoba	942	661	- 29.8	2,439	1,917	- 21.4
Saskatchewan	852	629	- 26.2	2,243	1,778	- 20.7
Alberta	1,592	1,482	- 6.9	4,207	4,280	+ 1.7
British Columbia	2,294	2,490	+ 8.5	5,760	6,811	+ 18.2
Canada	22,084	23,267	+ 5.4	58,041	66,968	+ 15.4
Commercial Vehicles						
Newfoundland	91	89	- 2.2	207	256	+ 23.7
Prince Edward Island...	11	22	+100.0	23	60	+160.9
Nova Scotia	165	196	+ 18.8	396	584	+ 47.5
New Brunswick	73	161	+120.5	226	568	+151.3
Quebec	908	1,293	+ 42.4	3,031	4,633	+ 52.9
Ontario	1,740	1,822	+ 4.7	4,778	6,918	+ 44.8
Manitoba	141	179	+ 27.0	384	627	+ 63.3
Saskatchewan	259	256	- 1.2	575	790	+ 37.4
Alberta	395	617	+ 56.2	1,120	2,317	+106.9
British Columbia	429	608	+ 41.7	1,265	2,161	+ 70.8
Canada	4,212	5,243	+ 24.5	12,005	18,914	+ 57.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	368	259	- 29.6	907	698	- 23.0
Prince Edward Island...	54	126	+133.3	130	338	+160.0
Nova Scotia	615	861	+ 40.0	1,508	2,338	+ 55.0
New Brunswick	411	685	+ 66.7	1,090	2,033	+ 86.5
Quebec	5,488	6,841	+ 24.7	15,378	21,433	+ 39.4
Ontario	12,456	12,816	+ 2.9	33,040	38,361	+ 16.1
Manitoba	1,083	840	- 22.4	2,823	2,544	- 9.9
Saskatchewan	1,111	885	- 20.3	2,818	2,568	- 8.9
Alberta	1,987	2,099	+ 5.6	5,327	6,597	+ 23.8
British Columbia	2,723	3,098	+ 13.8	7,025	8,972	+ 27.7
Canada	26,296	28,510	+ 8.4	70,046	85,882	+ 22.6

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
February 1955 and 1956

5

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	434	516	+ 18.9	788	1,031	+ 30.8
Quebec	1,604	2,086	+ 30.0	3,240	4,615	+ 42.4
Ontario	3,217	4,117	+ 28.0	5,960	8,971	+ 50.5
Manitoba	234	211	- 9.8	427	467	+ 9.4
Saskatchewan	200	212	+ 6.0	377	449	+ 19.1
Alberta	616	663	+ 7.6	1,194	1,434	+ 20.1
British Columbia	606	719	+ 18.6	1,154	1,663	+ 44.1
Canada	6,911	8,524	+ 23.3	13,140	18,630	+ 41.8
Commercial Vehicles						
Atlantic Provinces	129	122	- 5.4	248	272	+ 9.7
Quebec	312	458	+ 46.8	753	1,391	+ 84.7
Ontario	432	521	+ 20.6	905	1,481	+ 63.6
Manitoba	33	39	+ 18.2	78	138	+ 76.9
Saskatchewan	64	44	- 31.2	121	109	- 9.9
Alberta	165	183	+ 10.9	422	577	+ 36.7
British Columbia	145	179	+ 23.4	499	668	+ 33.9
Canada	1,280	1,546	+ 20.8	3,026	4,636	+ 53.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	563	638	+ 13.3	1,036	1,303	+ 25.8
Quebec	1,916	2,544	+ 32.8	3,993	6,006	+ 50.4
Ontario	3,649	4,638	+ 27.1	6,865	10,452	+ 52.3
Manitoba	267	250	- 6.4	505	605	+ 19.8
Saskatchewan	264	256	- 3.0	498	558	+ 12.0
Alberta	781	846	+ 8.3	1,616	2,011	+ 24.4
British Columbia	751	898	+ 19.6	1,653	2,331	+ 41.0
Canada	8,191	10,070	+ 22.9	16,166	23,266	+ 43.9

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
February 1955 and 1956

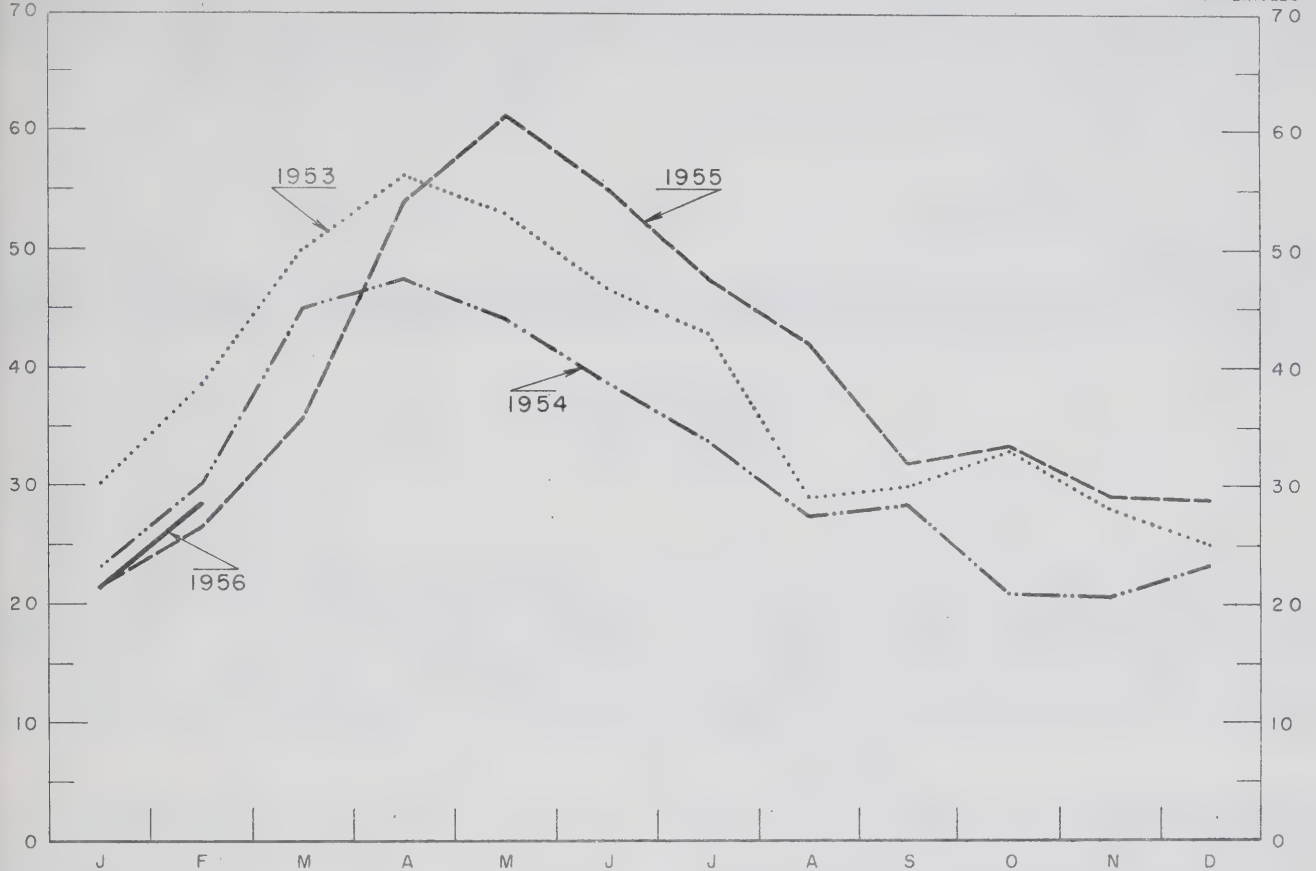
Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,623	2,005	+ 23.5	1,290	1,605	+ 24.4
Quebec	3,086	4,885	+ 58.3	2,813	4,638	+ 64.9
Ontario	8,786	10,105	+ 15.0	7,110	8,780	+ 23.5
Manitoba	620	657	+ 6.0	510	601	+ 17.8
Saskatchewan	669	712	+ 6.4	521	592	+ 13.6
Alberta	2,063	2,089	+ 1.3	1,674	1,764	+ 5.4
British Columbia	2,258	2,094	- 7.3	2,113	2,103	- 0.5
Canada	19,105	22,547	+ 18.0	16,031	20,083	+ 25.3
Commercial Vehicles						
Atlantic Provinces	389	462	+ 18.8	268	362	+ 35.1
Quebec	559	652	+ 16.6	513	623	+ 21.4
Ontario	1,035	1,055	+ 1.9	772	852	+ 10.4
Manitoba	155	106	- 31.6	167	101	- 39.5
Saskatchewan	203	166	- 18.2	153	114	- 25.5
Alberta	550	498	- 9.5	568	487	- 14.3
British Columbia	397	389	- 2.0	483	431	- 10.8
Canada	3,288	3,328	+ 1.2	2,924	2,970	+ 1.6
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,012	2,467	+ 22.6	1,558	1,967	+ 26.3
Quebec	3,645	5,537	+ 51.9	3,326	5,261	+ 58.2
Ontario	9,821	11,160	+ 13.6	7,882	9,632	+ 22.2
Manitoba	775	763	- 1.5	677	702	+ 3.7
Saskatchewan	872	878	+ 0.7	674	706	+ 4.7
Alberta	2,613	2,587	- 1.0	2,242	2,251	+ 0.4
British Columbia	2,655	2,483	- 6.5	2,596	2,534	- 2.4
Canada	22,393	25,875	+ 15.5	18,955	23,053	+ 21.6

(1) Revised

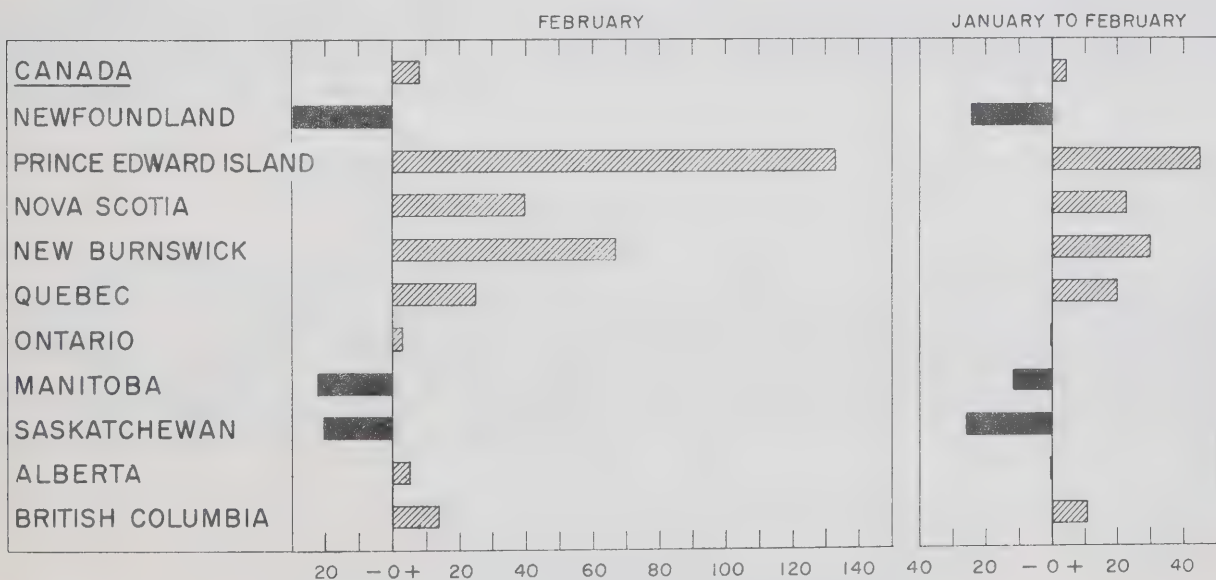
NUMBER OF NEW MOTOR VEHICLES SOLD 1953-54-55-56

THOUSANDS
OF VEHICLES
70

THOUSANDS
OF VEHICLES
70



% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES 1956/1955



63-007

UNIVERSITY OF TORONTO

DEPT. OF POLITICAL ECONOMY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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MERCHANDISING FILE "h" 11

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MARCH 1956New Motor Vehicle Sales

There were 36,551 new passenger cars sold in March, compared with 23,267 in February, 1956 and 30,937 in March, 1955. The value of sales was \$102,896,000 in the current month, compared with \$66,968,000 in February, 1956 and \$78,690,000 for the month of March a year ago. The dollar value of sales sets a record for the month of March but the number of cars sold was exceeded in March, 1951 and 1953. In the latter month 39,607 cars were sold for a total value of \$99,475,000.

Sales of new commercial vehicles numbered 6,783 units, compared with 5,243 in February, 1956 and 4,687 in March, 1955. The value of these sales was \$25,356,000 for March, compared with \$18,914,000 for February, 1956 and \$13,745,000 for March, 1955. Sales of buses amounted to 45 units with a value of \$1,288,000 in March and comparable figures for one year ago were 47 units, value \$819,000.

For all of Canada during March combined sales of new passenger cars and commercial vehicles showed an increase over the same period last year of 21.6% in number of units and 38.7% in value of vehicles. For the year to date these figures stand at 11.8% and 26.3% respectively.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-36

2. Sales of European-Made Vehicles, March 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	1,590	3,111	+ 95.7	2,928	5,663	+ 93.4
Commercial Vehicles	175	315	+ 80.0	351	679	+ 93.4
Total	1,765	3,426	+ 94.1	3,279	6,342	+ 93.4

(1) Revised.

New Motor Vehicle Sales, January to March 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	70,831	76,677	+ 8.3	183,973	217,672	+ 18.3
Commercial Vehicles	12,475	16,473	+ 32.0	36,017	60,093	+ 66.8
Total	83,306	93,150	+ 11.8	219,990	277,765	+ 26.3

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

Financing of new passenger cars covered 12,146 units in the current month, compared with 8,524 in February, 1956 and 11,763 in March 1955. The amount of financing in March was \$26,309,000 which sets a record for the spring month. In March, 1953, 14,112 cars were financed for an amount of \$23,717,000 which is the next highest figure on record for a month of March.

Commercial vehicle financing covered 1,906 units, compared with 1,546 units in February, 1956 and 1,668 units in March, 1955. The amount of financing was \$5,986,000 in the current month, compared with \$4,636,000 in February, 1956 and \$3,655,000 in March a year ago.

For Canada during March, financing of total passenger cars and commercial vehicles showed an increase of 4.6% in number of units and 22.9% in the amount of financing when a comparison is made with March, 1955. For the year to date these figures stand at 15.9% and 36.5% respectively.

Used Vehicles

The number of used passenger cars financed was 28,190 in March, compared with 22,547 in February, 1956 and 29,305 in March, 1955. The amount of financing was \$24,667,000, compared with \$20,083,000 in February, 1956 and \$23,763,000 in March, 1955.

With respect to commercial vehicles 3,957 units were financed, compared with 3,328 in February, 1956 and 4,315 in March, 1955. The amount of financing was \$3,448,000 compared with \$2,970,000 in February, 1956 and \$3,474,000 in March, 1955.

Together used passenger cars and commercial vehicles financed were down 4.4% in the number of units but up 3.2% in the amount of financing. For the year to date these figures stand at increases of 6.1% and 12.6% respectively.

Motor Vehicle Financing, January to March 1955 and 1956

	Number of Units			Amount of Financing		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	24,637	28,248	+ 14.7	46,951	61,411	+ 30.8
Commercial Vehicles	4,156	5,137	+ 23.6	9,490	15,607	+ 64.5
Total	28,793	33,385	+ 15.9	56,441	77,018	+ 36.5
Used Vehicles:						
Passenger Cars	64,158	69,121	+ 7.7	53,027	60,897	+ 14.8
Commercial Vehicles	10,805	10,408	- 3.7	9,260	9,268	+ 0.1
Total	74,963	79,529	+ 6.1	62,287	70,165	+ 12.6

(1) Revised.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
March 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	418	676	+ 61.7	1,009	1,761	+ 74.5
Prince Edward Island...	123	126	+ 2.4	296	325	+ 9.8
Nova Scotia	1,265	1,364	+ 7.8	3,098	3,565	+ 15.1
New Brunswick	970	1,079	+ 11.2	2,420	2,891	+ 19.5
Quebec	8,309	10,198	+ 22.7	21,083	29,546	+ 40.1
Ontario	12,258	15,520	+ 26.6	31,606	43,649	+ 38.1
Manitoba	1,315	1,211	- 7.9	3,352	3,319	- 1.0
Saskatchewan	1,135	918	- 19.1	2,902	2,521	- 13.1
Alberta	2,170	2,458	+ 13.3	5,579	6,873	+ 23.2
British Columbia	2,974	3,001	+ 0.9	7,345	8,446	+ 15.0
Canada	30,937	36,551	+ 18.1	78,690	102,896	+ 30.8
Commercial Vehicles						
Newfoundland	110	186	+ 69.1	251	497	+ 98.0
Prince Edward Island...	30	38	+ 26.7	67	97	+ 44.8
Nova Scotia	226	266	+ 17.7	509	773	+ 51.9
New Brunswick	179	277	+ 54.7	428	767	+ 79.2
Quebec	1,172	1,672	+ 42.7	3,446	6,289	+ 82.5
Ontario	1,375	2,576	+ 87.3	4,619	10,270	+122.3
Manitoba	250	225	- 10.0	960	794	- 17.3
Saskatchewan	347	237	- 31.7	835	702	- 15.9
Alberta	581	693	+ 19.3	1,483	2,819	+ 90.1
British Columbia	417	613	+ 47.0	1,147	2,348	+104.7
Canada	4,687	6,783	+ 44.7	13,745	25,356	+ 84.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	528	862	+ 63.3	1,260	2,258	+ 79.2
Prince Edward Island...	153	164	+ 7.2	363	422	+ 16.3
Nova Scotia	1,491	1,630	+ 9.3	3,607	4,338	+ 20.3
New Brunswick	1,149	1,356	+ 18.0	2,848	3,658	+ 28.4
Quebec	9,481	11,870	+ 25.2	24,529	35,835	+ 46.1
Ontario	13,633	18,096	+ 32.7	36,225	53,919	+ 48.8
Manitoba	1,565	1,436	- 8.2	4,312	4,113	- 4.6
Saskatchewan	1,482	1,155	- 22.1	3,737	3,223	- 13.8
Alberta	2,751	3,151	+ 14.5	7,062	9,692	+ 37.2
British Columbia	3,391	3,614	+ 6.6	8,492	10,794	+ 27.1
Canada	35,624	43,334	+ 21.6	92,435	128,252	+ 38.7

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
March 1955 and 1956

5

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	914	853	- 6.7	1,686	1,694	+ 0.5
Quebec	2,781	3,127	+ 12.4	5,562	6,931	+ 24.6
Ontario	5,690	5,781	+ 1.6	10,769	12,411	+ 15.2
Manitoba	353	307	- 13.0	646	661	+ 2.3
Saskatchewan	306	271	- 11.4	580	583	+ 0.5
Alberta	883	900	+ 1.9	1,658	1,947	+ 17.4
British Columbia	836	907	+ 8.5	1,715	2,082	+ 21.4
Canada	11,763	12,116	+ 3.3	22,616	26,309	+ 16.3
Commercial Vehicles						
Atlantic Provinces	180	164	- 8.9	324	371	+ 14.5
Quebec	421	545	+ 29.5	922	1,671	+ 81.2
Ontario	600	736	+ 22.7	1,245	2,248	+ 80.6
Manitoba	51	39	- 23.5	102	163	+ 59.8
Saskatchewan	54	45	- 16.7	101	102	+ 1.0
Alberta	165	185	+ 12.1	406	614	+ 51.2
British Columbia	197	192	- 2.5	555	817	+ 47.2
Canada	1,668	1,906	+ 14.3	3,655	5,986	+ 63.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,094	1,017	- 7.0	2,010	2,065	+ 2.7
Quebec	3,202	3,672	+ 14.7	6,484	8,602	+ 32.7
Ontario	6,290	6,517	+ 3.6	12,014	14,659	+ 22.0
Manitoba	404	346	- 14.4	748	824	+ 10.2
Saskatchewan	360	316	- 12.2	681	685	+ 0.6
Alberta	1,048	1,085	+ 3.5	2,064	2,561	+ 24.1
British Columbia	1,033	1,099	+ 6.4	2,270	2,899	+ 27.7
Canada	13,431	14,052	+ 4.6	26,271	32,295	+ 22.9

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
March 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,875	2,605	- 9.4	2,241	2,095	- 6.5
Quebec	5,533	6,341	+ 14.6	4,986	5,816	+ 16.6
Ontario	13,822	12,579	- 9.0	10,485	10,898	+ 3.9
Manitoba	807	872	+ 8.1	663	762	+ 14.9
Saskatchewan	1,057	952	- 8.9	803	733	- 8.7
Alberta	2,663	2,472	- 7.2	2,180	2,017	- 7.5
British Columbia	2,548	2,369	- 7.0	2,405	2,346	- 2.5
Canada	29,305	28,190	- 3.8	23,763	24,667	+ 3.8
Commercial Vehicles						
Atlantic Provinces	641	527	- 17.8	417	385	- 7.7
Quebec	768	888	+ 15.6	678	928	+ 36.9
Ontario	1,465	1,248	- 14.8	1,067	1,004	- 5.9
Manitoba	142	153	+ 7.7	129	113	- 12.4
Saskatchewan	247	166	- 32.8	172	106	- 38.4
Alberta	613	534	- 12.9	536	437	- 18.5
British Columbia	439	441	+ 0.5	475	475	(a)
Canada	4,315	3,957	- 8.3	3,474	3,448	- 0.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,516	3,132	- 10.9	2,658	2,480	- 6.7
Quebec	6,301	7,229	+ 14.7	5,664	6,744	+ 19.1
Ontario	15,287	13,827	- 9.6	11,552	11,902	+ 3.0
Manitoba	949	1,025	+ 8.0	792	875	+ 10.5
Saskatchewan	1,304	1,118	- 14.3	975	839	- 13.9
Alberta	3,276	3,006	- 8.2	2,716	2,454	- 9.6
British Columbia	2,987	2,810	- 5.9	2,880	2,821	- 2.0
Canada	33,620	32,147	- 4.4	27,237	28,115	+ 3.2

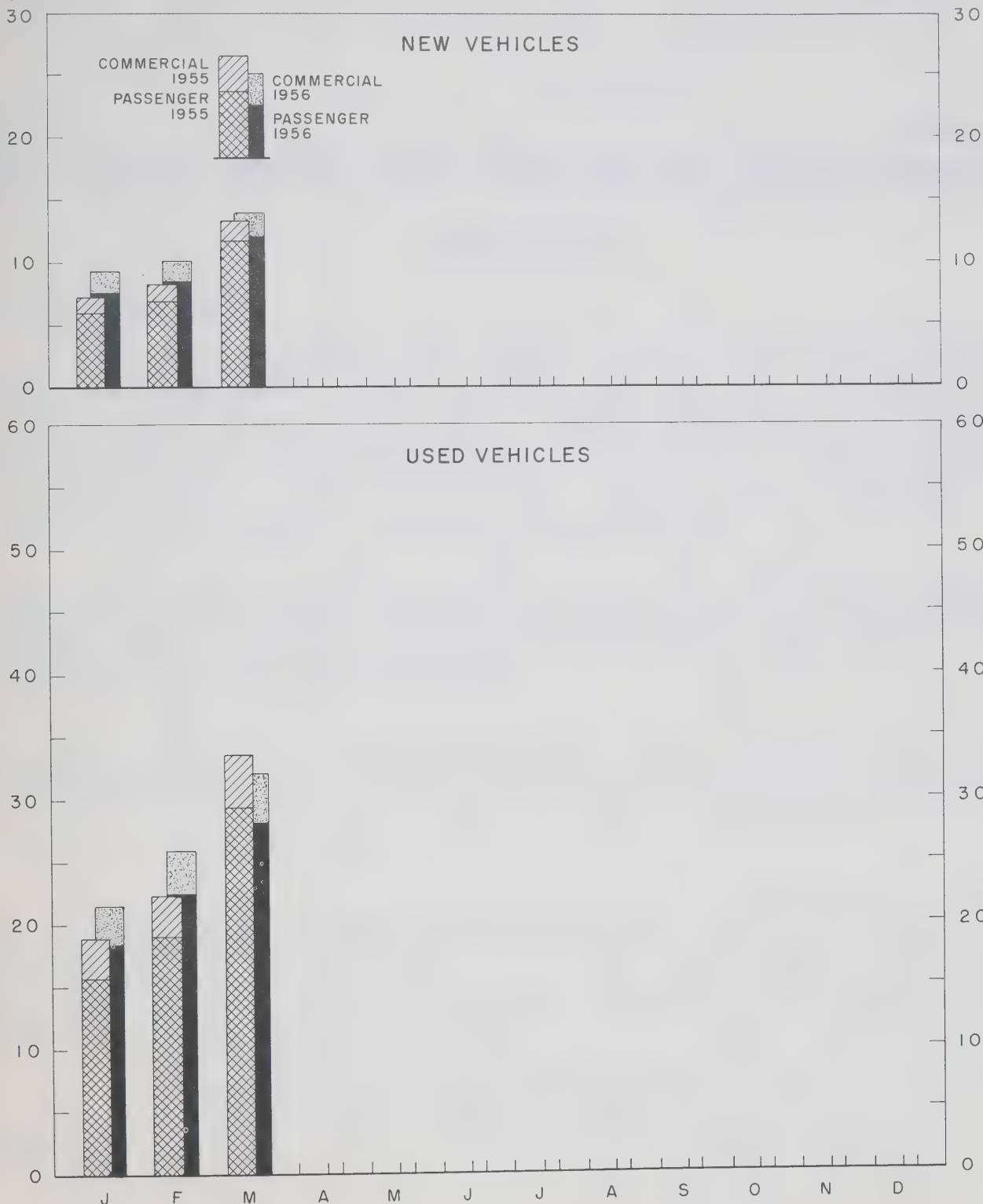
(1) Revised

(a) Unchanged

FINANCING OF MOTOR VEHICLE SALES IN CANADA 1955 (REVISED)-1956

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

UNIVERSITY OF TORONTO
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MERCHANDISING FILE "h"

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCINGAPRIL 1956New Motor Vehicle Sales

Passenger car sales in April numbered 49,700 and sold for \$137,346,000, an increase of 8.0% in number and 13.5% in value over the 46,002 units retailed for \$121,042,000 in April 1955. Both the number of cars sold and the dollar value of sales set a record for the month of April. Regionally, Newfoundland registered the highest percentage gain in both number and value of sales followed by British Columbia, New Brunswick, Quebec, Alberta and Nova Scotia, in that order. The other provinces showed slight decreases in both number and value with the exception of Ontario which registered a fractional gain of 0.3% in dollar value of sales.

Sales of new commercial vehicles numbered 8,697, an increase of 10% over the 7,909 vehicles sold in April a year ago. In dollar value these sales amounted to \$31,754,000 compared with \$22,677,000 for the same month of 1955. Sales of buses amounted to 74 units retailed for \$1,796,000 in April 1956 and comparable figures for one year ago were 95 units sold for \$1,985,000.

In April the Canada total for passenger cars and commercial vehicles combined showed an increase of 8.3% in number of units sold and 17.7% in value of sales over the same month last year. The cumulative January to April figures showed that new motor vehicle sales increased 10.4% in number and 22.9% in dollar value.

Note:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

5505-506-46

2.

Sales of European-Made Vehicles, April 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	2,461	4,052	+ 64.6	4,529	7,492	+ 65.4
Commercial Vehicles	235	317	+ 34.9	468	709	+ 51.5
Total	2,696	4,369	+ 62.1	4,997	8,201	+ 64.1

(1) Revised.

New Motor Vehicle Sales, January to April 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	116,833	126,377	+ 8.2	305,015	355,018	+ 16.4
Commercial Vehicles	20,384	25,170	+ 23.5	58,694	91,847	+ 56.5
Total	137,217	151,547	+ 10.4	363,709	446,865	+ 22.9

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The month of April this year sets a record in the number and in the amount of financing of passenger car sales. The 19,012 passenger cars financed showed a gain of 31.9% over the same month of 1955 when 14,414 units were reported. In amount of financing passenger car sales increased from \$27,591,000 in April 1955 to \$41,194,000 in April 1956, a percentage gain of 49.3. All provinces showed a substantial gain over April 1955 in both the number of cars financed and the amount of financing.

Commercial vehicles financed in April 1956 numbered 2,649, 27.6% above the 2,076 vehicles recorded for April 1955. This increase in number did not keep pace with the increase in amount of financing which advanced to \$7,904,000 from the \$4,429,000 registered for the previous April of a percentage increase of 78.5.

Compared to April 1955, passenger cars and commercial vehicles combined showed an increase of 31.4% in number of units and 53.3% in the amount of financing. The cumulated figures for the year to date over the same period last year showed gains of 21.6% in number of units financed and 42.6% in the amount of financing.

Used Vehicles

Financing of used passenger cars covered 37,181 units in April 1956 and showed an increase of 8.3% over the 34,326 units financed in April 1955. The financed value of passenger car sales amounted to \$33,060,000 or 15.4% above the April 1955 figure of \$28,660,000.

The number of used commercial vehicles financed in April showed a fractional gain of 0.9% over the same month of 1955 while the amount of financing showed an increase of 11.1%.

Together used passenger cars and commercial vehicles financed were up 7.3% in the number of units and 14.8% in the amount of financing over the same month a year ago. For January to April these figures stood at 6.5% and 13.4% respectively.

Motor Vehicle Financing, January to April 1955 and 1956

	Number of Units			Amount of Financing		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	39,050	47,260	+ 21.0	74,542	102,605	+ 37.6
Commercial Vehicles	6,232	7,786	+ 24.9	13,919	23,511	+ 68.9
Total	45,282	55,046	+ 21.6	88,461	126,116	+ 42.6
Used Vehicles:						
Passenger Cars	98,484	106,302	+ 7.9	81,687	93,957	+ 15.0
Commercial Vehicles	16,108	15,757	= 2.2	13,444	13,917	+ 3.5
Total	114,592	122,059	+ 6.5	95,131	107,874	+ 13.4

(1) Revised.

Note:

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
April 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	646	952	+ 47.4	1,574	2,487	+ 58.0
Prince Edward Island...	220	170	- 22.7	535	423	- 20.9
Nova Scotia	1,487	1,730	+ 16.3	3,753	4,480	+ 19.4
New Brunswick	1,324	1,692	+ 27.8	3,337	4,521	+ 35.5
Quebec	9,544	11,856	+ 24.2	26,263	34,338	+ 30.7
Ontario	22,580	21,561	- 4.5	58,711	58,873	+ 0.3
Manitoba	2,105	2,011	- 4.5	5,765	5,519	- 4.3
Saskatchewan	1,779	1,681	- 5.5	4,692	4,619	- 1.6
Alberta	3,160	3,710	+ 17.4	8,366	10,438	+ 24.8
British Columbia	3,157	4,337	+ 37.4	8,046	11,648	+ 44.8
Canada	46,002	49,700	+ 8.0	121,042	137,346	+ 13.5
Commercial Vehicles						
Newfoundland	265	189	- 28.7	630	585	- 7.1
Prince Edward Island...	86	78	- 9.3	197	234	+ 18.8
Nova Scotia	327	395	+ 20.8	743	1,126	+ 51.5
New Brunswick	359	423	+ 17.8	840	1,222	+ 45.5
Quebec	1,728	2,114	+ 22.3	6,539	8,773	+ 34.2
Ontario	3,050	2,845	- 6.7	7,872	10,822	+ 37.5
Manitoba	301	335	+ 11.3	840	1,057	+ 25.8
Saskatchewan	536	417	- 22.2	1,268	1,206	- 4.9
Alberta	554	1,087	+ 96.2	1,584	3,817	+141.0
British Columbia	703	814	+ 15.8	2,164	2,912	+ 34.6
Canada	7,909	8,697	+ 10.0	22,677	31,754	+ 40.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	911	1,141	+ 25.2	2,204	3,072	+ 39.4
Prince Edward Island...	306	248	- 19.0	732	657	- 10.2
Nova Scotia	1,814	2,125	+ 17.1	4,496	5,606	+ 24.7
New Brunswick	1,683	2,115	+ 25.7	4,177	5,743	+ 37.5
Quebec	11,272	13,970	+ 23.9	32,802	43,111	+ 31.4
Ontario	25,630	24,406	- 4.8	66,583	69,695	+ 4.7
Manitoba	2,406	2,346	- 2.5	6,605	6,576	- 0.4
Saskatchewan	2,315	2,098	- 9.4	5,960	5,825	- 2.3
Alberta	3,714	4,797	+ 29.2	9,950	14,255	+ 43.3
British Columbia	3,860	5,151	+ 33.4	10,210	14,560	+ 42.6
Canada	53,911	58,397	+ 8.3	143,719	169,100	+ 17.7

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
April 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,280	1,489	+ 16.3	2,347	2,952	+ 25.8
Quebec	3,445	4,790	+ 39.0	7,012	10,864	+ 54.9
Ontario	6,600	8,484	+ 28.5	12,294	18,337	+ 49.2
Manitoba	535	603	+ 12.7	961	1,215	+ 26.4
Saskatchewan	488	553	+ 13.3	884	1,154	+ 30.5
Alberta	1,130	1,680	+ 48.7	2,183	3,536	+ 62.0
British Columbia	935	1,413	+ 51.1	1,910	3,136	+ 64.2
Canada	14,413	19,012	+ 31.9	27,591	41,194	+ 49.3
Commercial Vehicles						
Atlantic Provinces	276	302	+ 9.4	510	733	+ 43.7
Quebec	512	695	+ 35.7	1,047	1,890	+ 80.5
Ontario	686	840	+ 22.4	1,531	2,641	+ 72.5
Manitoba	83	77	- 7.2	147	221	+ 50.3
Saskatchewan	95	109	+ 14.7	189	281	+ 48.7
Alberta	227	344	+ 51.5	580	1,148	+ 97.9
British Columbia	197	282	+ 43.1	425	990	+ 32.9
Canada	2,076	2,649	+ 27.6	4,429	7,904	+ 78.5
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,556	1,791	+ 15.1	2,857	3,685	+ 29.0
Quebec	3,957	5,485	+ 38.6	8,059	12,754	+ 58.3
Ontario	7,286	9,324	+ 28.0	13,825	20,978	+ 51.7
Manitoba	618	680	+ 10.0	1,108	1,436	+ 29.6
Saskatchewan	583	662	+ 13.6	1,073	1,435	+ 33.7
Alberta	1,357	2,024	+ 49.2	2,763	4,684	+ 69.5
British Columbia	1,132	1,695	+ 49.7	2,335	4,126	+ 76.7
Canada	16,489	21,661	+ 31.4	32,020	49,098	+ 53.3

(1) Revised

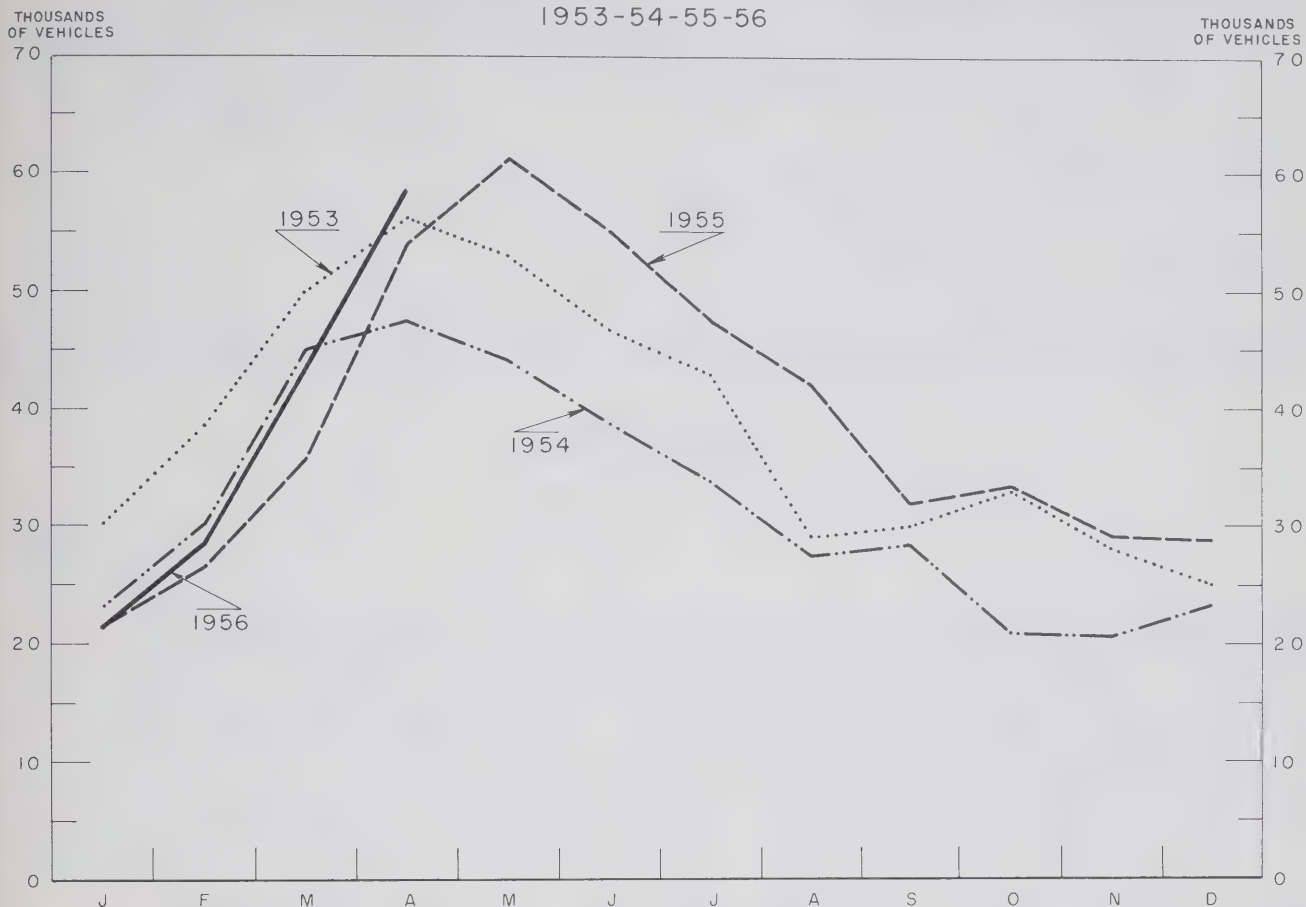
TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
April 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	3,431	3,721	+ 8.5	2,724	3,066	+ 12.6
Quebec	6,905	8,447	+ 22.3	6,245	7,952	+ 27.3
Ontario	15,058	15,585	+ 3.5	12,315	13,769	+ 11.8
Manitoba	1,344	1,248	- 7.1	969	1,070	+ 10.4
Saskatchewan	1,459	1,442	- 1.2	1,091	1,097	+ 0.5
Alberta	3,286	3,675	+ 11.8	2,615	3,057	+ 16.9
British Columbia	2,843	3,063	+ 7.7	2,701	3,049	+ 12.9
Canada	34,326	37,181	+ 8.3	28,660	33,060	+ 15.4
Commercial Vehicles						
Atlantic Provinces	788	745	- 5.5	537	543	+ 1.1
Quebec	985	1,138	+ 15.5	873	995	+ 14.0
Ontario	1,598	1,588	- 0.6	1,170	1,365	+ 16.7
Manitoba	239	194	- 18.8	190	184	- 3.2
Saskatchewan	408	349	- 14.5	292	252	- 13.7
Alberta	823	794	- 3.5	659	700	+ 6.2
British Columbia	462	541	+ 17.1	463	610	+ 31.7
Canada	5,303	5,349	+ 0.9	4,184	4,649	+ 11.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,219	4,466	+ 5.9	3,261	3,609	+ 10.7
Quebec	7,890	9,585	+ 21.5	7,118	8,947	+ 25.7
Ontario	16,656	17,173	+ 3.1	13,485	15,134	+ 12.2
Manitoba	1,583	1,442	- 8.9	1,159	1,254	+ 8.2
Saskatchewan	1,867	1,791	- 4.1	1,383	1,349	- 2.5
Alberta	4,109	4,469	+ 8.8	3,274	3,757	+ 14.8
British Columbia	3,305	3,604	+ 9.0	3,164	3,659	+ 15.6
Canada	39,629	42,530	+ 7.3	32,844	37,709	+ 14.8

(1) Revised

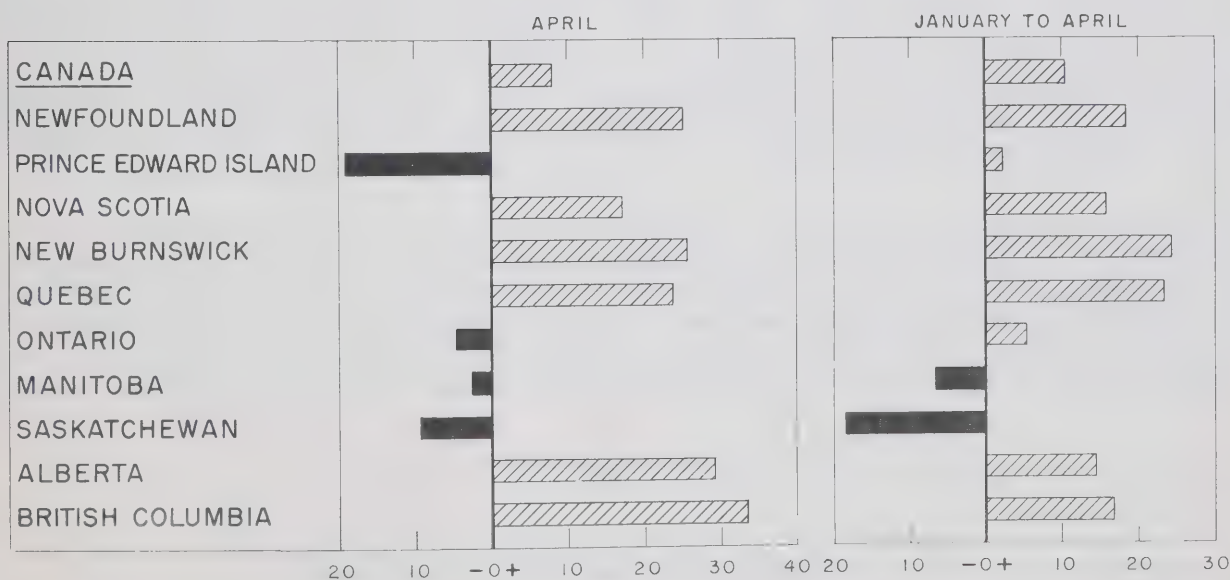
NUMBER OF NEW MOTOR VEHICLES SOLD

1953-54-55-56



% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES

1956/1955



63-007

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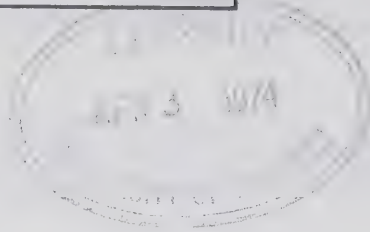
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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

MAY 1956

New Motor Vehicle Sales

Passenger car sales in May 1956 were higher than in any other month of May in both the number and value of sales. The 53,790 units sold showed an increase of 2.9 per cent over the previous record of 52,279 units registered for May 1955. The retail value of sales advanced to \$147,838,000 from \$135,745,000 reported for May 1955, a percentage gain of 8.9 per cent. Decreases from 1955 in the number of units sold were registered for Quebec (0.3 per cent), Ontario (2.8 per cent) and Manitoba (7.8 per cent). The latter province registered the only decline in the volume of sales while the other provinces had gains ranging from 3.6 per cent to 48.7 per cent.

New commercial vehicles sold during May 1956, numbered 11,552 and were 31.7 per cent above the 8,770 vehicles sold in May a year ago. These sales retailed for \$41,090,000, an increase of \$16,848,000 or 69.5 per cent above the \$24,242,000 reported for May 1955. The provincial distribution of sales showed that Newfoundland had the largest increase in number of vehicles sold with 122.3 per cent and Alberta the lowest with 1.9 per cent while Nova Scotia and Manitoba had decreases of 8.7 per cent and 7.5 per cent respectively. All provinces registered gains in the retail value of sales and these ranged from 7.1 per cent for Nova Scotia to 155.0 per cent in the case of Newfoundland. Sales of buses amounted to 91 units retailed for \$2,070,000 in May 1956 and comparable figures for one year ago were 50 units sold for \$1,393,000.

Passenger cars and commercial vehicles combined showed increases of 7.0 per cent in number of units sold and 18.1 per cent in value of sales. All provinces shared in these increases except Manitoba which showed a 7.7 per cent decline in the number of units sold while the volume of sales remained unchanged from a year ago. The cumulated sales for the first five months of this year were up 9.4 per cent in number and 21.4 per cent in value from their level during the corresponding period of 1955.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-56

Sales of European-Made Vehicles, May 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	3,033	4,513	+ 48.8	5,537	8,340	+ 50.6
Commercial Vehicles	342	396	+ 15.8	682	844	+ 23.8
Total	3,375	4,909	+ 45.5	6,219	9,184	+ 47.7

(1) Revised.

New Motor Vehicle Sales, January to May 1955 and 1956

	Number of Units			Retail Value		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	169,112	180,167	+ 6.5	440,760	502,856	+ 14.1
Commercial Vehicles	29,154	36,722	+ 26.0	82,936	132,937	+ 60.3
Total	198,266	216,889	+ 9.4	523,696	635,793	+ 21.4

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

New passenger cars financed surpassed the record high established in 1955 for a month of May, by 23.2 per cent in number and 38.8 per cent in amount of financing. In units and dollars these sales were respectively 22,849 and \$48,955,000 in May 1956, as compared with 18,546 and \$35,266,000 in May 1955. All provinces showed substantial gains from the previous year in both the number of units financed and the amount of financing. Ontario had the smallest increase in number of passenger cars financed with 13.5 per cent while Saskatchewan had the largest with 53.2 per cent. In amount of financing Manitoba registered the smallest increase with 29.5 per cent and Saskatchewan the largest with 74.8 per cent.

In May 1956, commercial vehicles financed totalled 3,913 units and \$12,772,000 in value of sales financed. Compared with May a year ago the number of units financed showed an increase of 21.6 per cent while the amount of financing showed a gain of 60.7 per cent.

Together, passenger cars and commercial vehicles showed an increase of 23.0 per cent in the number of units financed and 42.8 per cent in the amount of financing over the same month of 1955. The number of units financed and the amount of financing were as follows: Units 26,762 (21,765 a year ago); amount of financing \$61,727,000 (\$43,216,000 a year ago). The cumulated figures for the January to May period were up 21.3 per cent in number and 41.8 per cent in amount of financing from their level during the corresponding period of 1955.

Used Vehicles

Used passenger car sales financed in May 1956, numbered 42,616 and were financed to the extent of \$37,686,000. These figures were respectively 8.8 per cent and 16.2 per cent above their May 1955 level of 39,165 units financed and \$32,445,000 amount of financing.

The number of commercial vehicles financed during May 1956, was 6,277, slightly higher than the 6,229 units financed in May 1955. In amount of financing, however, commercial vehicles increased 13.8 per cent to \$5,952,000 from \$5,232,000 a year ago.

The data for used passenger cars and commercial vehicles combined showed a rise of 7.7 per cent in number of units financed while the value of sales financed increased 15.8 per cent.

Motor Vehicle Financing, January to May 1955 and 1956

	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	57,987	70,109	+ 20.9	110,467	151,560	+ 37.2
Commercial Vehicles	9,481	11,699	+ 23.4	22,050	36,283	+ 64.5
Total	67,468	81,808	+ 21.3	132,517	187,843	+ 41.8
Used Vehicles:						
Passenger Cars	138,455	148,918	+ 7.6	114,906	131,643	+ 14.6
Commercial Vehicles	22,359	22,034	- 1.5	18,711	19,869	+ 6.2
Total	160,814	170,952	+ 6.3	133,617	151,512	+ 13.4

(1) Revised.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

TABLE 1 New Motor Vehicle Sales, by Provinces
May 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	611	896	+ 46.6	1,530	2,275	+ 48.7
Prince Edward Island...	200	262	+ 31.0	492	678	+ 37.8
Nova Scotia	1,683	1,989	+ 18.2	4,152	5,095	+ 22.7
New Brunswick	1,410	1,475	+ 4.6	3,562	3,946	+ 10.8
Quebec	12,070	12,031	- 0.3	32,231	34,140	+ 5.9
Ontario	25,398	24,697	- 2.8	65,841	68,209	+ 3.6
Manitoba	2,065	1,904	- 7.8	5,272	5,098	- 3.2
Saskatchewan	1,758	2,145	+ 22.0	4,564	5,911	+ 29.5
Alberta	3,113	3,475	+ 11.6	8,126	9,627	+ 18.5
British Columbia	3,971	4,916	+ 23.8	9,975	12,859	+ 28.9
Canada	52,279	53,790	+ 2.9	135,745	147,838	+ 8.9
Commercial Vehicles						
Newfoundland	166	369	+ 122.3	371	946	+ 155.0
Prince Edward Island...	97	101	+ 4.1	217	269	+ 24.0
Nova Scotia	496	453	- 8.7	1,175	1,259	+ 7.1
New Brunswick	400	492	+ 23.0	969	1,342	+ 38.5
Quebec	1,881	2,615	+ 39.0	5,852	10,709	+ 83.0
Ontario	2,913	4,224	+ 45.0	8,297	15,088	+ 81.8
Manitoba	415	384	- 7.5	1,123	1,295	+ 15.3
Saskatchewan	543	576	+ 6.1	1,291	1,710	+ 32.5
Alberta	940	958	+ 1.9	2,552	3,516	+ 37.8
British Columbia	919	1,380	+ 50.2	2,395	4,956	+ 106.9
Canada	8,770	11,552	+ 31.7	24,242	41,090	+ 69.5
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	777	1,265	+ 62.8	1,901	3,221	+ 69.4
Prince Edward Island...	297	363	+ 22.2	709	947	+ 33.6
Nova Scotia	2,179	2,442	+ 12.1	5,327	6,354	+ 19.3
New Brunswick	1,810	1,967	+ 8.7	4,531	5,288	+ 16.7
Quebec	13,951	14,646	+ 5.0	38,083	44,849	+ 17.8
Ontario	28,311	28,921	+ 2.2	74,138	83,297	+ 12.4
Manitoba	2,480	2,288	- 7.7	6,395	6,393	(2)
Saskatchewan	2,301	2,721	+ 18.3	5,855	7,621	+ 30.2
Alberta	4,053	4,433	+ 9.4	10,678	13,143	+ 23.1
British Columbia	4,890	6,296	+ 28.8	12,370	17,815	+ 44.0
Canada	61,049	65,342	+ 7.0	159,987	188,928	+ 18.1

(1) Revised

(2) Unchanged

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
May 1955 and 1956**

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic' Provinces	1,409	2,037	+ 44.6	2,597	4,054	+ 56.1
Quebec	4,498	5,736	+ 27.5	9,138	12,739	+ 39.4
Ontario	8,652	9,819	+ 13.5	15,994	20,745	+ 29.7
Manitoba	661	808	+ 22.2	1,247	1,615	+ 29.5
Saskatchewan	500	766	+ 53.2	906	1,584	+ 74.8
Alberta	1,460	2,077	+ 42.3	2,802	4,498	+ 60.5
British Columbia	1,366	1,606	+ 17.6	2,582	3,720	+ 44.1
Canada	18,546	22,849	+ 23.2	35,266	48,955	+ 38.8
Commercial Vehicles						
Atlantic Provinces	380	456	+ 20.0	814	1,171	+ 43.9
Quebec	770	966	+ 25.5	1,897	2,969	+ 56.5
Ontario	1,098	1,278	+ 16.4	2,759	4,394	+ 59.3
Manitoba	104	108	+ 3.8	219	291	+ 32.9
Saskatchewan	152	153	+ 0.7	387	383	- 1.0
Alberta	382	513	+ 34.3	1,009	1,960	+ 94.3
British Columbia	333	439	+ 31.8	865	1,604	+ 85.4
Canada	3,219	3,913	+ 21.6	7,950	12,772	+ 60.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,789	2,493	+ 39.4	3,411	5,225	+ 53.2
Quebec	5,268	6,702	+ 27.2	11,035	15,708	+ 42.3
Ontario	9,750	11,097	+ 13.8	18,753	25,139	+ 34.1
Manitoba	765	916	+ 19.7	1,466	1,906	+ 30.0
Saskatchewan	652	919	+ 41.0	1,293	1,967	+ 52.1
Alberta	1,842	2,590	+ 40.6	3,811	6,458	+ 69.5
British Columbia	1,699	2,045	+ 20.4	3,447	5,324	+ 54.5
Canada	21,765	26,762	+ 23.0	43,216	61,727	+ 42.8

(1) Revised

**TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
May 1955 and 1956**

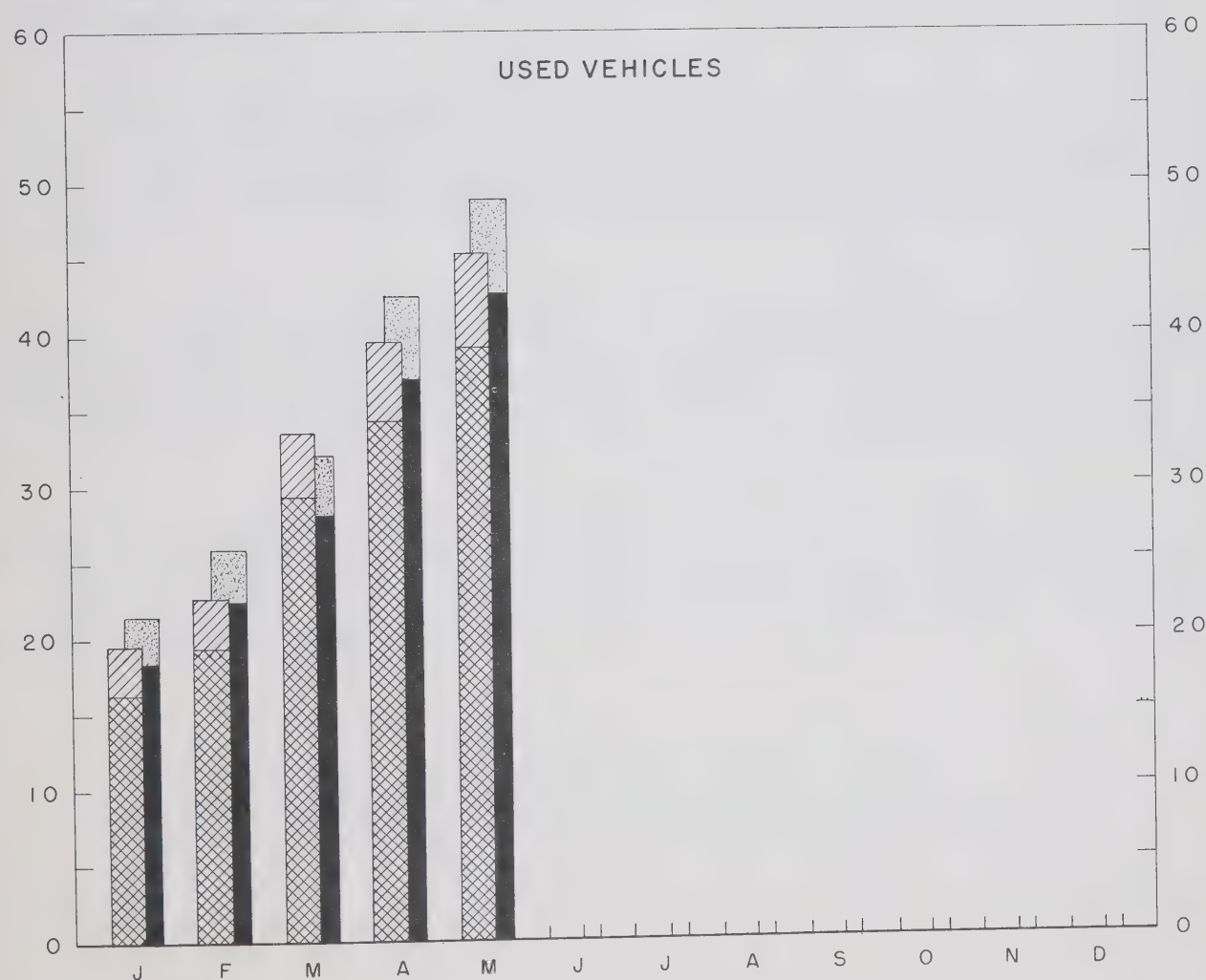
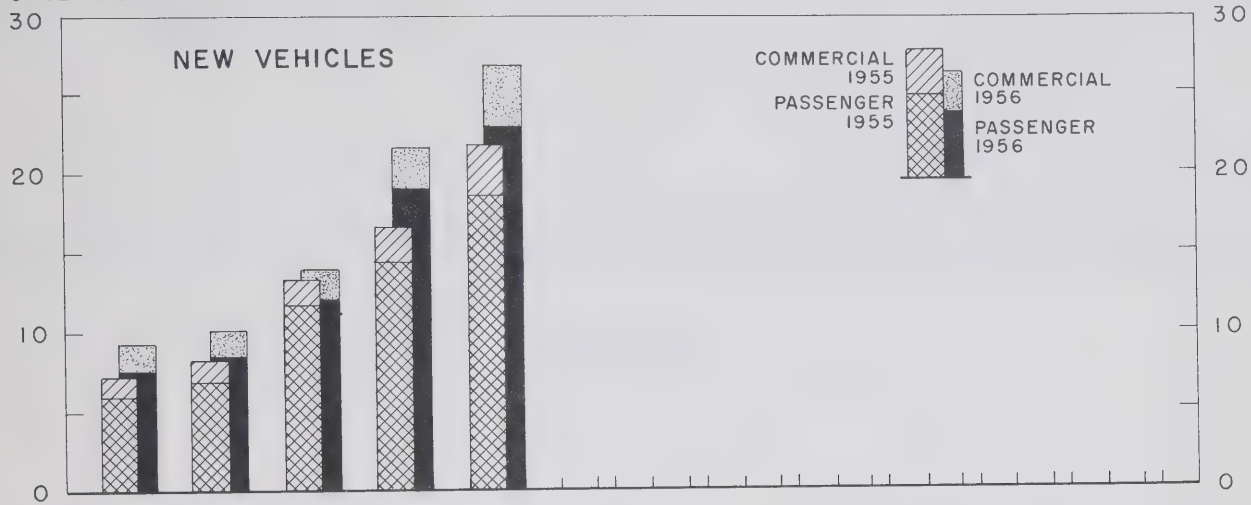
Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	3,988	4,466	+ 12.0	3,153	3,700	+ 17.3
Quebec	8,351	9,501	+ 13.8	7,201	8,781	+ 21.9
Ontario	17,624	17,787	+ 0.9	14,258	15,662	+ 9.8
Manitoba	1,376	1,772	+ 28.8	1,092	1,532	+ 40.3
Saskatchewan	1,379	1,773	+ 28.6	1,052	1,356	+ 28.9
Alberta	3,140	3,651	+ 16.3	2,588	3,093	+ 19.5
British Columbia	3,307	3,666	+ 10.9	3,101	3,572	+ 15.2
Canada	39,165	42,616	+ 8.8	32,445	37,686	+ 16.2
Commercial Vehicles						
Atlantic Provinces	957	972	+ 1.6	690	776	+ 12.5
Quebec	1,249	1,335	+ 6.9	1,091	1,302	+ 19.3
Ontario	1,980	1,812	- 8.5	1,587	1,692	+ 6.6
Manitoba	265	284	+ 7.2	204	230	+ 12.7
Saskatchewan	314	389	+ 23.9	227	312	+ 37.4
Alberta	863	819	- 5.1	801	814	+ 1.6
British Columbia	601	666	+ 10.8	632	826	+ 30.7
Canada	6,229	6,277	+ 0.8	5,232	5,952	+ 13.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,945	5,438	+ 10.0	3,843	4,476	+ 16.5
Quebec	9,600	10,836	+ 12.9	8,292	10,083	+ 21.6
Ontario	19,604	19,599	(2)	15,845	17,344	+ 9.5
Manitoba	1,641	2,056	+ 25.3	1,296	1,762	+ 36.0
Saskatchewan	1,693	2,162	+ 27.7	1,279	1,668	+ 30.4
Alberta	4,003	4,470	+ 11.7	3,389	3,907	+ 15.3
British Columbia	3,908	4,332	+ 10.8	3,733	4,398	+ 17.8
Canada	45,394	48,893	+ 7.7	37,677	43,638	+ 15.8

(1) Revised
(2) Unchanged

NUMBER OF MOTOR VEHICLE FINANCED IN CANADA 1955(REVISED)-1956

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES



63-207

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OTTAWA - CANADA

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Statistics Canada

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JUNE 1956

New Motor Vehicle Sales

There were more passenger cars sold during the first half of 1956 than during any other similar period in Canada. The 229,041 units sold exceeded 1955 by 14,006 for a gain of 6.5%. The retail value reached \$637,643,000, an increase of 13.8% over the first six months of 1955. During the same period, the sale of commercial vehicles numbered 6,206 units with a value of \$167,207,000, gains of 21.1% and 52.8% respectively over the previous year.

June sales of passenger cars established all time "highs" for that month in both number and value. The 48,874 vehicles with a retail value of \$134,787,000 were 6.4% and 12.8% respectively higher than the sales of June 1955. All regions of the country except Ontario and British Columbia shared in the gain, with Saskatchewan prominent in percentage increase. British Columbia's sales decreased 23.6% in number and 15.8% in value.

Commercial vehicle sales in June reached a record level for that month of \$34,270,000 although the number of units sold was less than June 1950 and June 1953. The 9.4% increase in value was due to substantial gains in Quebec and the Prairie Provinces. Most notable increases for June occurred in Manitoba. Sales of buses amounted to 102 units which were valued at \$2,827,000.

Prepared in Merchandising and Services Section
Industry and Merchandising Division.

505-506-66

2.

Sales of European-Made Vehicles, June 1955 and 1956

	Number of Units			Retail Value		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	2,525	3,106	+ 23.0	4,577	5,817	+ 27.1
Commercial Vehicles	205	350	+ 70.7	414	751	+ 81.4
Total	2,730	3,456	+ 26.6	4,991	6,568	+ 31.6

(1) Revised.

New Motor Vehicle Sales, January to June 1955 and 1956

New Vehicles:						
Passenger Cars	215,035	229,041	+ 6.5	560,276	637,643	+ 13.8
Commercial Vehicles	38,144	46,206	+ 21.1	109,426	167,207	+ 52.8
Total	253,179	275,247	+ 8.7	669,702	804,850	+ 20.2

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

The 91,050 new passenger cars financed for \$196,518,000 during the first half of 1956 exceeded the financing of a year ago by 18.3% in number and 33.9% in amount. More new passenger cars were financed for a greater amount in June 1956 (20,491 units for \$44,958,000) than in June of any previous year. The amount of financing on commercial vehicles gained 60.0% during the first six months of this year. Increases for June were 9.5% in number and 47.8% in amount of financing over June 1955.

Used Vehicles

Used passenger vehicles financed during the first half of 1956 numbered 189,810 with amount financed totalling \$167,624,000. The amount of financing in June (\$35,981,000) was the highest on record for that month although the number financed was less than in June 1955, 1953 or 1952. Financing of used commercial vehicles in June declined in both units and amount from 1955.

Motor Vehicle Financing, January to June 1955 and 1956

	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	76,947	91,050	+ 18.3	146,712	196,518	+ 33.9
Commercial Vehicles	12,852	15,391	+ 19.8	30,381	48,599	+ 60.0
Total	89,799	106,441	+ 18.5	177,093	245,117	+ 38.4
Used Vehicles:						
Passenger Cars	179,568	189,810	+ 5.7	149,043	167,624	+ 12.5
Commercial Vehicles	28,529	27,582	- 3.3	23,992	24,919	+ 3.9
Total	208,097	217,392	+ 4.5	173,035	192,543	+ 11.3

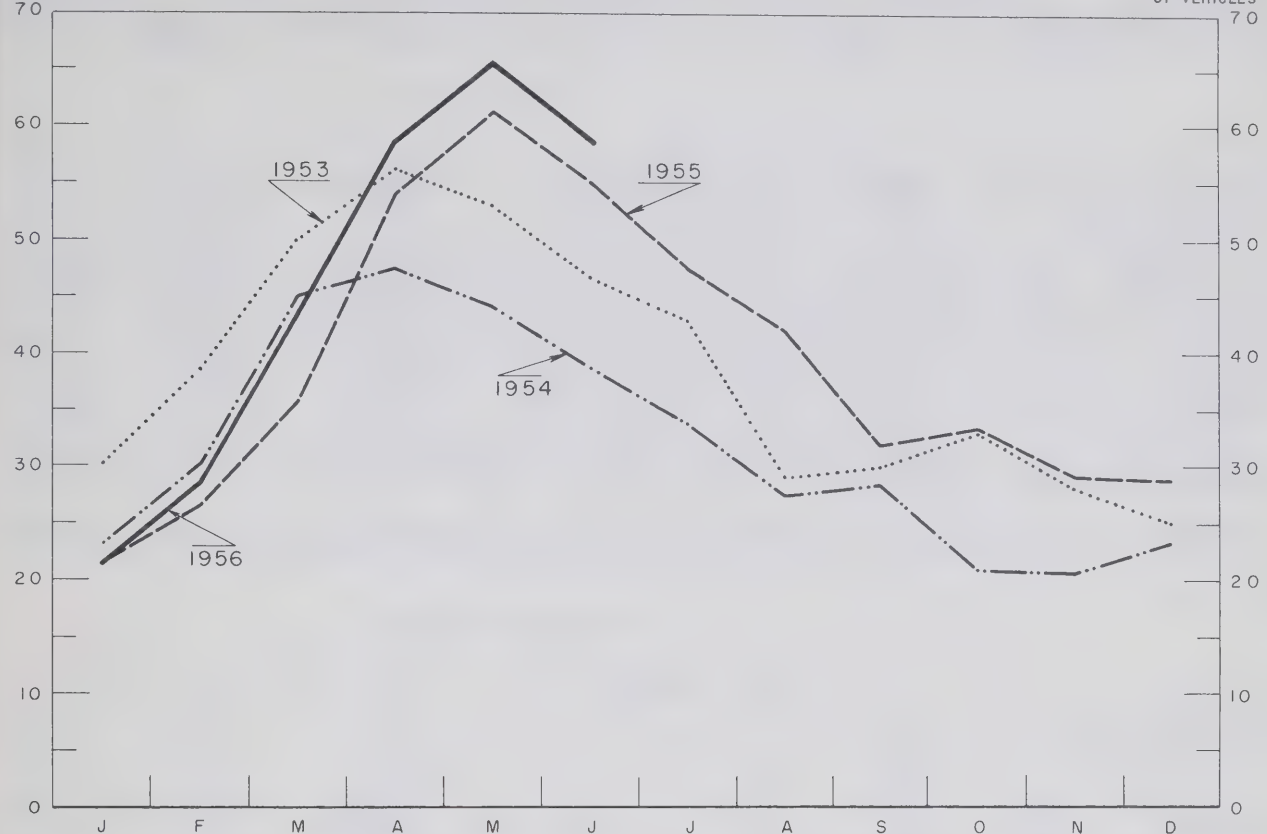
(1) Revised.

NUMBER OF NEW MOTOR VEHICLES SOLD

1953-54-55-56

THOUSANDS
OF VEHICLES
70

THOUSANDS
OF VEHICLES
70



% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES

1956/1955

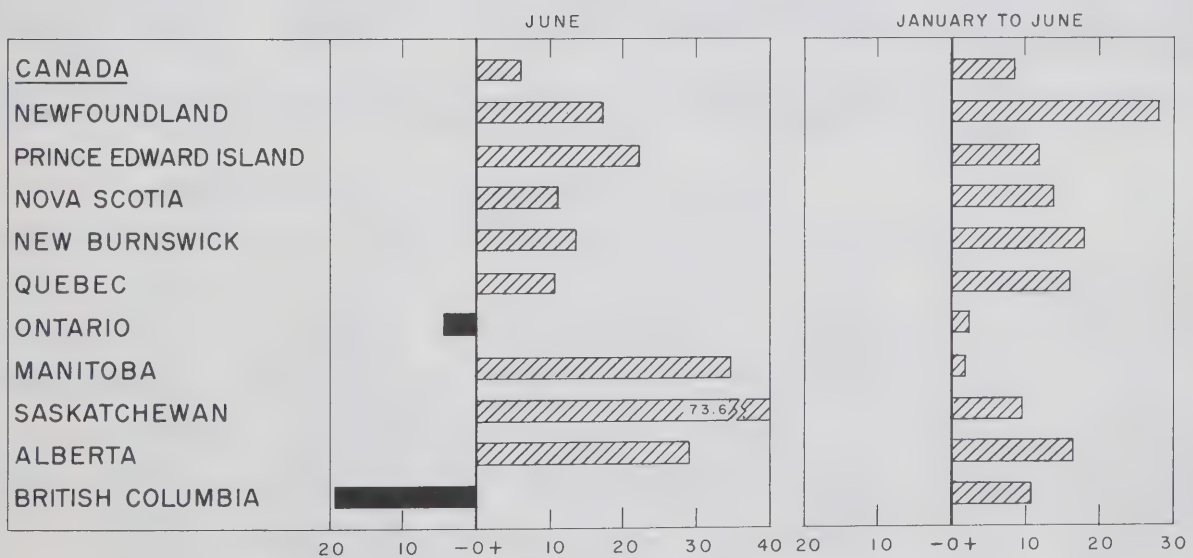


TABLE 1 New Motor Vehicle Sales, by Provinces
June 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	459	583	+ 27.0	1,115	1,482	+ 32.9
Prince Edward Island...	190	239	+ 25.8	451	603	+ 33.7
Nova Scotia	1,448	1,683	+ 16.2	3,544	4,275	+ 20.6
New Brunswick	1,202	1,458	+ 21.3	2,999	3,858	+ 28.6
Quebec	9,952	10,975	+ 10.3	26,514	31,104	+ 17.3
Ontario	21,645	20,755	- 4.1	56,234	57,327	+ 1.9
Manitoba	1,856	2,466	+ 32.9	4,832	6,765	+ 40.0
Saskatchewan	1,734	3,337	+ 92.4	4,530	8,785	+ 93.9
Alberta	3,152	4,104	+ 30.2	8,414	11,424	+ 35.8
British Columbia	4,285	3,274	- 23.6	10,883	9,164	- 15.8
Canada	45,923	48,874	+ 6.4	119,516	134,787	+ 12.8
Commercial Vehicles						
Newfoundland	157	141	- 10.2	368	364	- 1.1
Prince Edward Island...	61	68	+ 11.5	144	168	+ 16.7
Nova Scotia	441	416	- 5.7	1,020	1,110	+ 8.8
New Brunswick	399	360	- 9.8	998	1,097	+ 9.9
Quebec	2,054	2,300	+ 12.0	6,176	9,759	+ 58.0
Ontario	2,980	2,855	- 4.2	9,887	10,491	+ 6.1
Manitoba	408	581	+ 42.4	1,046	1,920	+ 83.6
Saskatchewan	516	570	+ 10.5	1,240	1,596	+ 28.7
Alberta	948	1,207	+ 27.3	2,884	4,250	+ 47.4
British Columbia	1,026	986	- 3.9	2,727	3,515	+ 28.9
Canada	8,990	9,484	+ 5.5	26,490	34,270	+ 29.4
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	616	724	+ 17.5	1,483	1,846	+ 24.5
Prince Edward Island...	251	307	+ 22.3	595	771	+ 29.6
Nova Scotia	1,889	2,099	+ 11.1	4,564	5,385	+ 18.0
New Brunswick	1,601	1,818	+ 13.6	3,997	4,955	+ 24.0
Quebec	12,006	13,275	+ 10.6	32,690	40,863	+ 25.0
Ontario	24,625	23,610	- 4.1	66,121	67,818	+ 2.6
Manitoba	2,264	3,047	+ 34.6	5,878	8,685	+ 47.8
Saskatchewan	2,250	3,907	+ 73.6	5,770	10,381	+ 79.9
Alberta	4,100	5,311	+ 29.5	11,298	15,674	+ 38.7
British Columbia	5,311	4,260	- 19.8	13,610	12,679	- 6.8
Canada	54,913	58,358	+ 6.3	146,006	169,057	+ 15.8

(1) Revised

**TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
June 1955 and 1956**

5

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,519	1,763	+ 16.1	2,790	3,443	+ 23.4
Quebec	4,532	4,702	+ 3.8	9,287	10,694	+ 15.2
Ontario	8,577	9,365	+ 9.2	15,837	19,875	+ 25.5
Manitoba	665	707	+ 6.3	1,234	1,442	+ 16.9
Saskatchewan	595	794	+ 33.4	1,064	1,607	+ 51.0
Alberta	1,666	2,022	+ 21.4	3,223	4,290	+ 33.1
British Columbia	1,406	1,588	+ 12.9	2,810	3,607	+ 28.4
Canada	18,960	20,941	+ 10.4	36,245	44,958	+ 24.0
Commercial Vehicles						
Atlantic Provinces	434	414	- 4.6	937	1,026	+ 9.5
Quebec	808	811	+ 0.4	2,115	2,614	+ 23.6
Ontario	1,122	1,212	+ 8.0	2,736	3,868	+ 41.4
Manitoba	111	107	- 3.6	251	390	+ 55.4
Saskatchewan	117	139	+ 18.8	250	476	+ 90.4
Alberta	395	616	+ 55.9	1,044	2,426	+ 132.4
British Columbia	384	393	+ 2.3	998	1,516	+ 51.9
Canada	3,371	3,692	+ 9.5	8,331	12,316	+ 47.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,953	2,177	+ 11.5	3,727	4,469	+ 19.9
Quebec	5,340	5,513	+ 3.2	11,402	13,308	+ 16.7
Ontario	9,699	10,577	+ 9.1	18,573	23,743	+ 27.8
Manitoba	776	814	+ 4.9	1,485	1,832	+ 23.4
Saskatchewan	712	933	+ 31.0	1,314	2,083	+ 58.5
Alberta	2,061	2,638	+ 28.0	4,267	6,716	+ 57.4
British Columbia	1,790	1,981	+ 10.7	3,808	5,123	+ 34.5
Canada	22,331	24,633	+ 10.3	44,576	57,274	+ 28.5

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
June 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	4,505	4,368	- 3.0	3,542	3,546	+ 0.1
Quebec	8,767	8,639	- 1.5	7,603	7,941	+ 4.4
Ontario	17,605	17,310	- 1.7	14,194	15,306	+ 7.8
Manitoba	1,568	1,513	- 3.5	1,282	1,270	- 0.9
Saskatchewan	1,790	1,791	+ 0.1	1,337	1,377	+ 3.0
Alberta	3,578	3,881	+ 8.5	2,951	3,210	+ 8.8
British Columbia	3,300	3,390	+ 2.7	3,228	3,331	+ 3.2
Canada	41,113	40,892	- 0.5	34,137	35,981	+ 5.4
Commercial Vehicles						
Atlantic Provinces	1,022	875	- 14.4	728	644	- 11.5
Quebec	1,257	1,100	- 12.5	1,155	1,097	- 5.0
Ontario	1,867	1,628	- 12.8	1,419	1,397	- 1.6
Manitoba	242	247	+ 2.1	241	189	- 21.6
Saskatchewan	394	354	- 10.2	304	256	- 15.8
Alberta	816	759	- 7.0	806	736	- 8.7
British Columbia	572	585	+ 2.3	628	731	+ 16.4
Canada	6,170	5,548	- 10.1	5,281	5,050	- 4.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,527	5,243	- 5.1	4,270	4,190	- 1.9
Quebec	10,024	9,739	- 2.8	8,758	9,038	+ 3.2
Ontario	19,472	18,938	- 2.7	15,613	16,703	+ 7.0
Manitoba	1,810	1,760	- 2.8	1,523	1,459	- 4.2
Saskatchewan	2,184	2,145	- 1.8	1,641	1,633	- 0.5
Alberta	4,394	4,640	+ 5.6	3,757	3,946	+ 5.0
British Columbia	3,872	3,975	+ 2.7	3,856	4,062	+ 5.3
Canada	47,283	46,440	- 1.8	39,418	41,031	+ 4.1

(1) Revised

63-007

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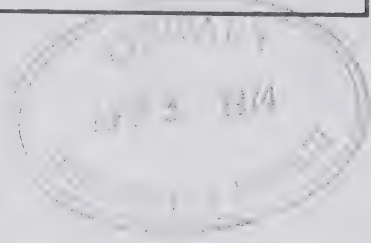
OTTAWA - CANADA

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MERCHANDISING FILE "N"

Statistics Canada



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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

JULY 1956

New Motor Vehicle Sales

Sales of new passenger cars in Canada during July 1956 numbered 42,076 and totalled for \$114,446,000, a record in number and value for any month of July. The number of passenger cars sold was 5.2 per cent above July 1955 while the retail value of sales increased 10.4 per cent over the same period. Cumulative sales for January to July increased 6.3 per cent in number and 13.3 per cent in value over the same period a year ago.

Commercial vehicle sales rose 25.0 per cent in number, to 9,296 from 7,434 and 44.9 per cent in value, to \$32,900,000 from \$22,698,000 over July 1955. Sales of trucks included in these figures, totalled 113 units which were valued at \$2,299,000. In the first seven months of this year 55,502 commercial vehicles were sold for \$200,108,000.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

05-506-76

Sales of European-Made Vehicles, July 1955 and 1956

	Number of Units			Retail Value		
	1955(1)	1956	% Change	1955(1)	1956	% Change
New Vehicles:				\$'000	\$'000	
Passenger Cars	2,260	3,020	+ 33.6	4,070	5,651	+ 38.8
Commercial Vehicles	226	215	- 4.9	448	460	+ 2.7
Total	2,486	3,235	+ 30.1	4,518	6,111	+ 35.3

(1) Revised.

New Motor Vehicle Sales, January to July 1955 and 1956

New Vehicles:						
Passenger Cars	255,035	271,117	+ 6.3	663,956	752,089	+ 13.3
Commercial Vehicles	45,578	55,502	+ 21.8	132,124	200,107	+ 51.5
Total	300,613	326,619	+ 8.7	796,080	952,196	+ 19.6

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

The financing of sales of new passenger cars and commercial vehicles amounted to \$58,475,000 and covered 25,486 units. These totals showed gains of 42.1 per cent and 25.8 cent respectively over July of last year. Passenger cars alone accounted for 22,067 units financed and \$47,216,000 in amount of financing, a level never before reached in a month of July for both the number and the value. With \$11,259,000 in amount of financing, commercial vehicles established a record for July while the 3,419 units financed came fifth in line after July 1952, 1951, 1953 and 1950.

Used Vehicles

Used passenger vehicle sales financed totalled 41,404 units and \$36,524,000 in amount of financing. These totals were respectively 10.8 per cent and 18.1 per cent greater than the 37,379 units financed for \$30,914,000 in July 1955. Commercial vehicles financed numbered 5,422 or 2.1 per cent above the 5,309 units reported for July 1955 while the amount of financing at \$4,936,000 was 12.0 per cent greater than the \$4,406,000 registered last year.

Motor Vehicle Financing, January to July 1955 and 1956

	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1)	1956	% Change
				\$'000	\$'000	
New Vehicles:						
Passenger Cars	94,314	113,117	+ 19.9	180,674	243,734	+ 34.9
Commercial Vehicles	15,741	18,810	+ 19.5	37,565	59,858	+ 59.3
Total	110,055	131,927	+ 19.9	218,239	303,592	+ 39.1
Used Vehicles:						
Passenger Cars	216,947	231,214	+ 6.6	179,957	204,148	+ 13.4
Commercial Vehicles	33,838	33,004	- 2.5	28,398	29,855	+ 5.1
Total	250,785	264,218	+ 5.4	208,355	234,003	+ 12.3

(1) Revised.

NUMBER OF MOTOR VEHICLE FINANCED IN CANADA 1955(REVISED)-1956

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

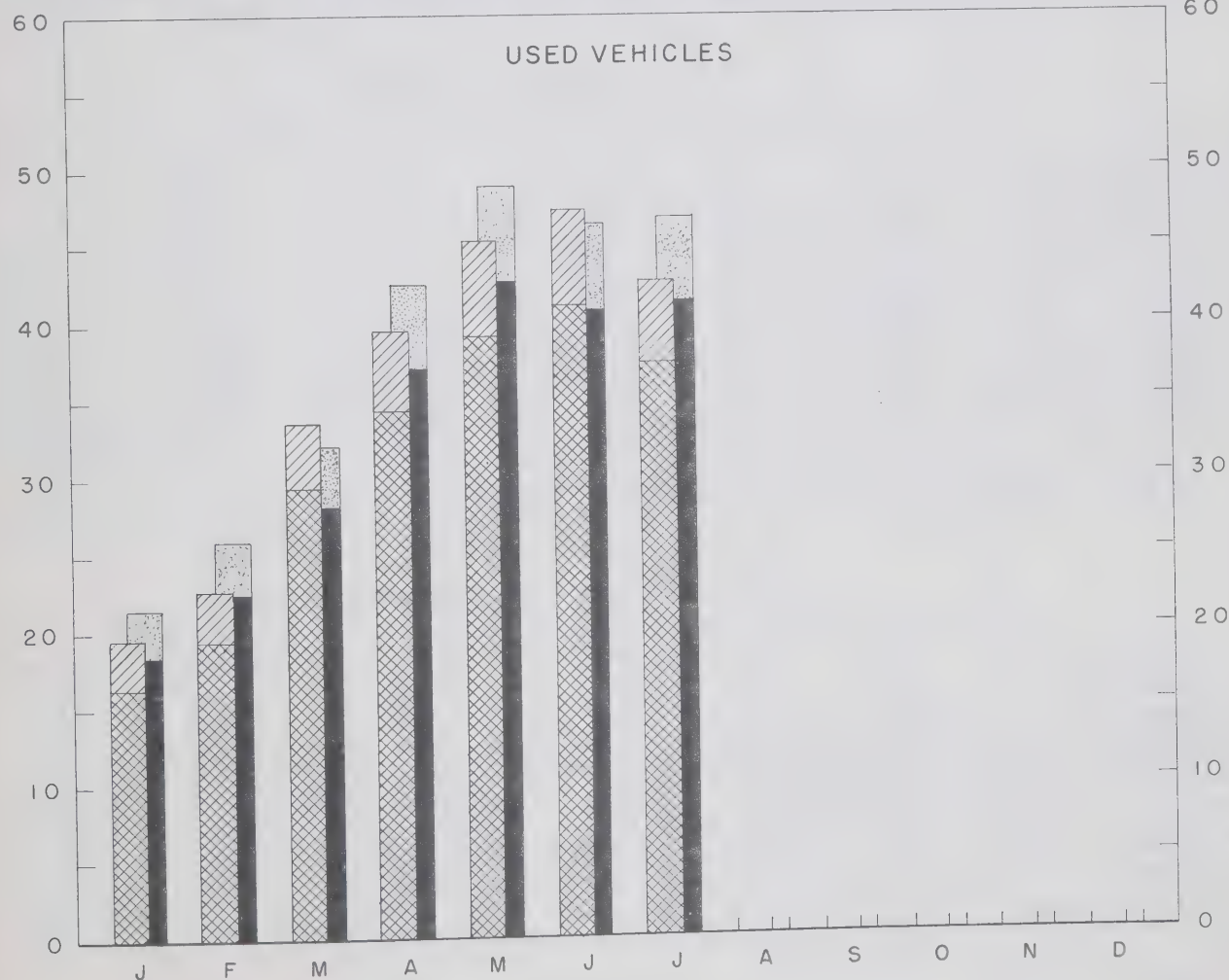
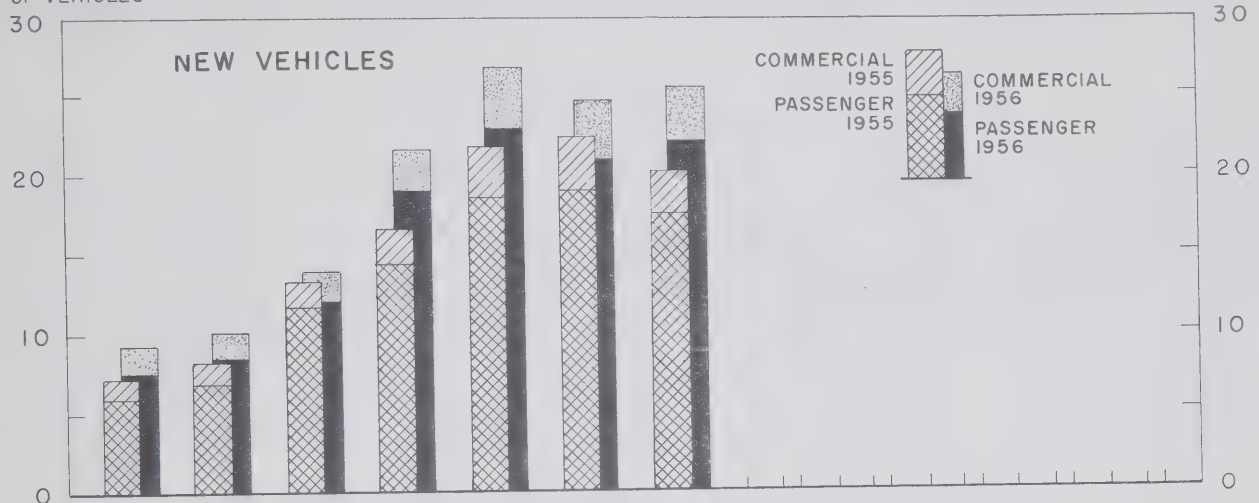


TABLE 1. New Motor Vehicle Sales, by Provinces
July 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	648	485	- 25.2	1,562	1,221	- 21.8
Prince Edward Island...	125	154	+ 23.2	290	385	+ 32.8
Nova Scotia	1,372	1,234	- 10.1	3,423	3,171	- 7.4
New Brunswick	1,134	1,007	- 11.2	2,843	2,691	- 5.3
Quebec	8,232	8,935	+ 8.5	21,727	24,710	+ 13.7
Ontario	15,931	18,499	+ 16.1	41,814	50,205	+ 20.1
Manitoba	2,043	2,113	+ 3.4	5,236	5,796	+ 10.7
Saskatchewan	1,848	1,995	+ 8.0	4,777	5,385	+ 12.7
Alberta	3,470	3,410	- 1.7	8,848	9,296	+ 5.1
British Columbia	5,197	4,244	- 18.3	13,160	11,586	- 12.0
Canada	40,000	42,076	+ 5.2	103,680	114,446	+ 10.4
Commercial Vehicles						
Newfoundland	216	91	- 57.9	613	241	- 60.7
Prince Edward Island...	41	73	+ 78.0	93	189	+103.2
Nova Scotia	256	290	+ 13.3	659	918	+ 39.3
New Brunswick	308	331	+ 7.5	852	943	+ 10.7
Quebec	1,541	1,923	+ 24.8	5,452	8,575	+ 57.3
Ontario	2,203	3,448	+ 56.5	7,156	11,755	+ 64.3
Manitoba	447	437	- 2.2	1,154	1,372	+ 18.9
Saskatchewan	485	562	+ 15.9	1,151	1,586	+ 37.8
Alberta	879	1,036	+ 17.9	2,631	3,818	+ 45.1
British Columbia	1,058	1,105	+ 4.4	2,937	3,503	+ 19.3
Canada	7,434	9,296	+ 25.0	22,698	32,900	+ 44.9
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	864	576	- 33.3	2,175	1,462	- 32.8
Prince Edward Island...	166	227	+ 36.7	383	574	+ 49.9
Nova Scotia	1,628	1,524	- 6.4	4,082	4,089	+ 0.2
New Brunswick	1,442	1,338	- 7.2	3,695	3,634	- 1.7
Quebec	9,773	10,858	+ 11.1	27,179	33,285	+ 22.5
Ontario	18,134	21,947	+ 21.0	48,970	61,960	+ 26.5
Manitoba	2,490	2,550	+ 2.4	6,390	7,168	+ 12.2
Saskatchewan	2,333	2,557	+ 9.6	5,928	6,971	+ 17.6
Alberta	4,349	4,446	+ 2.2	11,479	13,114	+ 14.2
British Columbia	6,255	5,349	- 14.5	16,097	15,089	- 6.3
Canada	47,434	51,372	+ 8.3	126,378	147,346	+ 16.6

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
July 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Atlantic Provinces	1,328	1,690	+ 27.3	2,436	3,356	+ 35.0
Quebec	4,050	5,447	+ 34.5	8,379	12,226	+ 45.9
Ontario	7,997	9,590	+ 19.9	15,200	20,195	+ 32.9
Manitoba	608	765	+ 25.8	1,177	1,592	+ 35.3
Saskatchewan	583	882	+ 51.3	1,076	1,765	+ 64.0
Alberta	1,511	2,010	+ 33.0	2,952	4,238	+ 43.6
British Columbia	1,290	1,683	+ 30.5	2,692	3,844	+ 42.8
Canada	17,367	22,067	+ 27.1	33,962	47,216	+ 39.0
Commercial Vehicles						
Atlantic Provinces	385	357	- 7.3	856	874	+ 2.1
Quebec	708	883	+ 24.7	1,832	2,823	+ 54.1
Ontario	935	1,088	+ 16.4	2,153	3,684	+ 71.1
Manitoba	79	88	+ 11.4	184	239	+ 29.9
Saskatchewan	119	135	+ 13.4	295	364	+ 23.4
Alberta	331	438	+ 32.3	836	1,641	+ 96.2
British Columbia	332	430	+ 29.5	1,028	1,634	+ 58.9
Canada	2,889	3,419	+ 18.3	7,184	11,259	+ 56.7
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,713	2,047	+ 19.5	3,342	4,230	+ 26.6
Quebec	4,758	6,330	+ 33.0	10,211	15,049	+ 47.4
Ontario	8,932	10,678	+ 19.5	17,353	23,879	+ 37.6
Manitoba	687	853	+ 24.2	1,361	1,831	+ 34.5
Saskatchewan	702	1,017	+ 44.9	1,371	2,129	+ 55.3
Alberta	1,842	2,448	+ 32.9	3,788	5,879	+ 55.2
British Columbia	1,622	2,113	+ 30.3	3,720	5,478	+ 47.3
Canada	20,256	25,486	+ 25.8	41,146	58,475	+ 42.1

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
July 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	4,051	4,353	+ 7.5	3,179	3,613	+ 13.7
Quebec	7,613	9,093	+ 19.4	6,713	8,273	+ 23.2
Ontario	16,140	17,352	+ 7.5	12,916	15,222	+ 17.9
Manitoba	1,518	1,562	+ 2.9	1,237	1,297	+ 4.9
Saskatchewan	1,612	1,735	+ 7.6	1,205	1,315	+ 9.1
Alberta	3,308	3,835	+ 15.9	2,694	3,248	+ 20.6
British Columbia	3,137	3,474	+ 10.7	2,970	3,556	+ 19.7
Canada	37,379	41,404	+ 10.8	30,914	36,524	+ 18.1
Commercial Vehicles						
Atlantic Provinces	889	877	- 1.3	696	638	- 8.3
Quebec	1,076	1,188	+ 10.4	893	1,089	+ 21.9
Ontario	1,582	1,500	- 5.2	1,189	1,400	+ 17.7
Manitoba	230	242	+ 5.2	194	250	+ 28.9
Saskatchewan	294	319	+ 8.5	198	223	+ 12.6
Alberta	638	704	+ 10.3	542	663	+ 22.3
British Columbia	600	592	- 1.3	694	673	- 3.0
Canada	5,309	5,422	+ 2.1	4,406	4,936	+ 12.0
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,940	5,230	+ 5.9	3,875	4,251	+ 9.7
Quebec	8,689	10,281	+ 18.3	7,606	9,362	+ 23.1
Ontario	17,722	18,852	+ 6.4	14,105	16,622	+ 17.8
Manitoba	1,748	1,804	+ 3.2	1,431	1,547	+ 8.1
Saskatchewan	1,906	2,054	+ 7.8	1,403	1,538	+ 9.6
Alberta	3,946	4,539	+ 15.0	3,236	3,911	+ 20.9
British Columbia	3,737	4,066	+ 8.8	3,664	4,229	+ 15.4
Canada	42,688	46,826	+ 9.7	35,320	41,460	+ 17.4

(1) Revised

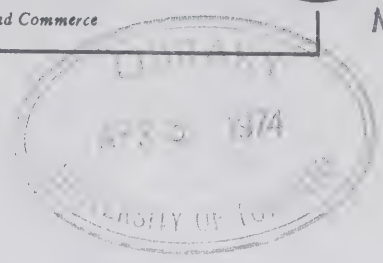
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Statistics Canada



Vol. 28 - No. 8

\$2.00 a year

NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING
AUGUST 1956

New Motor Vehicle Sales

Canadian sales of new passenger cars in August totalled 34,088 units valued at \$93,622,000. These figures were respectively 1.9 per cent and 8.0 per cent above their levels in August 1955. To date this year 305,205 passenger cars were sold for a retail value of \$845,711,000 while in the corresponding period of last year 288,485 units retailed for \$750,650,000.

Fewer commercial vehicles were sold in August as compared with the same period of 1955 but these retailed for a larger amount. Sales totalled 8,187 units (8,595 in 1955) and sold for \$26,777,000 (\$24,576,000 in 1955). These figures included 73 buses valued at \$1,120,000. The cumulative figures for January to August numbered 63,689 units sold, 17.6 per cent more than the 54,173 sold in the corresponding period of 1955. The value of these sales increased 44.8 per cent from \$156,700,000 to \$226,884,000.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-86

Sales of European-Made Vehicles, August 1955 and 1956

	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	1,742	2,167	+ 24.4	3,254	4,108	+ 26.2
Commercial Vehicles	162	177	+ 9.3	321	374	+ 16.5
Total	1,904	2,344	+ 23.1	3,575	4,482	+ 25.4

(1) Revised.

New Motor Vehicle Sales, January to August 1955 and 1956

New Vehicles:						
Passenger Cars	288,485	305,205	+ 5.8	750,650	845,711	+ 12.7
Commercial Vehicles	54,173	63,689	+ 17.6	156,700	226,884	+ 44.8
Total	342,658	368,894	+ 7.7	907,350	1,072,595	+ 18.2

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

Twenty thousand two hundred and sixty five passenger cars were financed through sales finance and acceptance companies during August and the financed value amounted to \$43,770,000. The comparable figures for 1955 were 16,987 units financed for \$33,381,000. While the number of commercial vehicles financed increased only 3.5 per cent above August 1955 (from 3,364 to 3,481) the value financed went up 32.2 per cent (from \$8,506,000 to \$11,247,000). The financing of new passenger cars and commercial vehicles combined for January to August amounted to \$358,609,000 and covered 155,673 units, gains of 37.9 per cent and 19.4 per cent respectively over the same period of 1955.

Used Vehicles

The amount of financing on used passenger cars and commercial vehicles during August totalled \$38,887,000 and covered 43,780 units. Of these totals passenger cars accounted for \$34,130,000 and 38,356 units. January to August sales financing covered 307,998 used passenger cars and commercial vehicles which were financed to the extent of \$272,890,000.

Motor Vehicle Financing, January to August 1955 and 1956

	<u>Number of Units</u>			<u>Amount of Financing</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	111,301	133,382	+ 19.8	214,055	287,504	+ 34.3
Commercial Vehicles	19,105	22,291	+ 16.7	46,071	71,105	+ 54.3
Total	130,406	155,673	+ 19.4	260,126	358,609	+ 37.9
Used Vehicles:						
Passenger Cars	253,804	269,570	+ 6.2	210,625	238,278	+ 13.1
Commercial Vehicles	39,599	38,428	- 3.0	33,040	34,612	+ 4.8
Total	293,403	307,998	+ 5.0	243,665	272,890	+ 12.0

(1) Revised.

NUMBER OF NEW MOTOR VEHICLES SOLD

1953-54-55-56

THOUSANDS
OF VEHICLES
70

THOUSANDS
OF VEHICLES
70



% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES

1956/1955

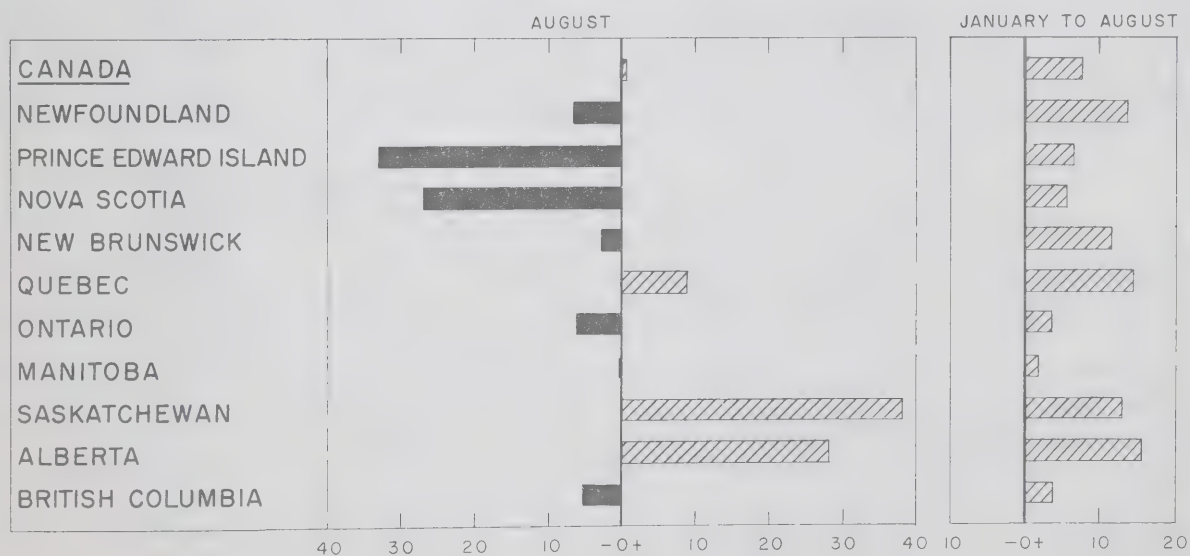


TABLE 1 New Motor Vehicle Sales, by Provinces
August 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$'000	\$'000	%
Passenger Cars						
Newfoundland	370	410	+ 10.8	909	1,052	+ 15.7
Prince Edward Island...	197	137	- 30.5	472	377	- 20.1
Nova Scotia	1,235	875	- 29.1	3,058	2,346	- 23.3
New Brunswick	873	835	- 4.4	2,205	2,233	+ 1.3
Quebec	6,121	6,812	+ 11.3	16,489	18,993	+ 15.2
Ontario	15,949	14,973	- 6.1	41,291	40,975	- 0.8
Manitoba	1,571	1,529	- 2.7	4,057	4,233	+ 4.3
Saskatchewan	1,171	1,719	+ 46.8	3,022	4,630	+ 53.2
Alberta	2,327	3,236	+ 39.1	6,056	9,056	+ 49.5
British Columbia	3,636	3,562	- 2.0	9,135	9,727	+ 6.5
Canada	33,450	34,088	+ 1.9	86,694	93,622	+ 8.0
Commercial Vehicles						
Newfoundland	154	80	- 48.1	368	229	- 37.8
Prince Edward Island...	85	52	- 38.8	192	149	- 22.4
Nova Scotia	336	271	- 19.3	834	806	- 3.4
New Brunswick	308	312	+ 1.3	816	959	+ 17.5
Quebec	1,569	1,559	- 0.6	4,787	6,042	+ 26.2
Ontario	3,050	2,826	- 7.3	8,261	9,265	+ 12.2
Manitoba	456	496	+ 8.8	1,960	1,370	- 30.1
Saskatchewan	516	612	+ 18.6	1,334	1,681	+ 26.0
Alberta	1,046	1,084	+ 3.6	3,117	3,497	+ 12.2
British Columbia	1,075	895	- 16.7	2,907	2,779	- 4.4
Canada	8,595	8,187	- 4.7	24,576	26,777	+ 9.0
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	524	490	- 6.5	1,277	1,281	+ 0.3
Prince Edward Island...	282	189	- 33.0	664	526	- 20.8
Nova Scotia	1,571	1,146	- 27.1	3,892	3,152	- 19.0
New Brunswick	1,181	1,147	- 2.9	3,021	3,192	+ 5.7
Quebec	7,690	8,371	+ 8.9	21,276	25,035	+ 17.7
Ontario	18,999	17,799	- 6.3	49,552	50,240	+ 1.4
Manitoba	2,027	2,025	- 0.1	6,017	5,603	- 6.9
Saskatchewan	1,687	2,331	+ 38.2	4,356	6,311	+ 44.9
Alberta	3,373	4,320	+ 28.1	9,173	12,553	+ 36.8
British Columbia	4,711	4,457	- 5.4	12,042	12,506	+ 3.9
Canada	42,045	42,275	+ 0.5	111,270	120,399	+ 8.2

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
August 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,458	1,572	+ 7.8	2,752	3,201	+ 16.3
Quebec	3,820	4,831	+ 26.5	7,930	10,865	+ 37.0
Ontario	7,661	8,421	+ 9.9	14,783	17,960	+ 21.5
Manitoba	579	720	+ 24.4	1,066	1,529	+ 43.4
Saskatchewan	578	788	+ 36.3	1,069	1,577	+ 47.5
Alberta	1,444	2,103	+ 45.6	2,799	4,500	+ 60.8
British Columbia	1,447	1,830	+ 26.5	2,982	4,138	+ 38.8
Canada	16,987	20,265	+ 19.3	33,381	43,770	+ 31.1
Commercial Vehicles						
Atlantic Provinces	458	377	- 17.7	1,048	956	- 8.8
Quebec	736	878	+ 19.3	1,844	2,910	+ 57.8
Ontario	1,064	946	- 11.1	2,656	3,030	+ 14.1
Manitoba	122	113	- 7.4	253	305	+ 20.6
Saskatchewan	154	187	+ 21.4	340	537	+ 57.9
Alberta	458	535	+ 16.8	1,286	1,904	+ 48.1
British Columbia	372	445	+ 19.6	1,079	1,605	+ 48.7
Canada	3,364	3,481	+ 3.5	8,506	11,247	+ 32.2
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,916	1,949	+ 1.7	3,800	4,157	+ 9.4
Quebec	4,556	5,709	+ 25.3	9,774	13,775	+ 40.9
Ontario	8,725	9,367	+ 7.4	17,439	20,990	+ 20.4
Manitoba	701	833	+ 18.8	1,319	1,834	+ 39.0
Saskatchewan	732	975	+ 33.2	1,409	2,114	+ 50.0
Alberta	1,902	2,638	+ 38.7	4,085	6,404	+ 56.8
British Columbia	1,819	2,275	+ 25.1	4,061	5,743	+ 41.4
Canada	20,351	23,746	+ 16.7	41,887	55,017	+ 31.3

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
August 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	4,170	4,263	+ 2.2	3,285	3,551	+ 8.1
Quebec	7,240	8,023	+ 10.8	6,416	7,647	+ 19.2
Ontario	15,594	15,513	- 0.5	12,568	13,580	+ 8.1
Manitoba	1,476	1,435	- 2.8	1,225	1,148	- 6.3
Saskatchewan	1,496	1,704	+ 13.9	1,077	1,318	+ 22.4
Alberta	3,304	3,713	+ 12.4	2,735	3,139	+ 14.8
British Columbia	3,577	3,705	+ 3.6	3,362	3,747	+ 11.5
Canada	36,857	38,356	+ 4.1	30,668	34,130	+ 11.3
Commercial Vehicles						
Atlantic Provinces	965	876	- 9.2	679	668	- 1.6
Quebec	1,112	1,095	- 1.5	953	1,028	+ 7.9
Ontario	1,624	1,501	- 7.6	1,184	1,311	+ 10.7
Manitoba	239	243	+ 1.7	190	189	- 0.5
Saskatchewan	440	423	- 3.9	310	290	- 6.5
Alberta	789	705	- 10.6	694	624	- 10.1
British Columbia	592	581	- 1.9	632	647	+ 2.4
Canada	5,761	5,424	- 5.8	4,642	4,757	+ 2.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	5,135	5,139	+ 0.1	3,964	4,219	+ 6.4
Quebec	8,352	9,118	+ 9.2	7,369	8,675	+ 17.7
Ontario	17,218	17,014	- 1.2	13,752	14,891	+ 8.3
Manitoba	1,715	1,678	- 2.2	1,415	1,337	- 5.5
Saskatchewan	1,936	2,127	+ 9.9	1,387	1,608	+ 15.9
Alberta	4,093	4,418	+ 7.9	3,429	3,763	+ 9.7
British Columbia	4,169	4,286	+ 2.8	3,994	4,394	+ 10.0
Canada	42,618	43,780	+ 2.7	35,310	38,887	+ 10.1

(1) Revised

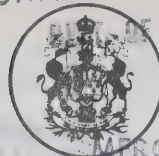
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UNIVERSITY OF TORONTO
FACULTY OF POLITICAL ECONOMY

DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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1
MERCHANDISING FILE "m"

Vol. 28 - No. 9

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

SEPTEMBER 1956

New Motor Vehicle Sales

Canadian sales of passenger cars in September increased 9 per cent in value to \$70,443,000 from \$64,438,000 a year ago and 3 per cent in number to 25,746 from 24,939. The provincial distribution of sales showed gains in all but two provinces, which ranged from 6 per cent in Prince Edward Island to 39 per cent in Alberta. Respectively, Ontario and Manitoba had decreases of 6 per cent and 20 per cent. The pattern in number of units sold was similar to sales with gains ranging from a low of 4 per cent in Prince Edward Island and British Columbia to 29 per cent in Alberta and decreases of 11 per cent and 25 per cent in the case of Ontario and Manitoba. Sales of commercial vehicles advanced 26 per cent from \$21,523,000 a year ago to \$27,194,000. The number of units sold increased only 11 per cent from 6,905 to 7,646. Included with commercial vehicles were 72 buses valued at \$580,000.

The January to September cumulative sales for both passenger cars and commercial vehicles showed increases of 18 per cent in value from \$993,311,000 last year to \$1,170,232,000 and 7 per cent in number from 374,502 to 402,286. Of these totals, passenger car sales accounted for \$916,154,000 and 330,951 units which were respectively 12 per cent and 6 per cent above 1955.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-96

Sales of European-Made Vehicles, September 1955 and 1956

	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	1,768	2,301	+ 30.1	3,154	4,228	+ 34.1
Commercial Vehicles	228	212	- 7.0	482	449	- 6.8
Total	1,996	2,513	+ 25.9	3,636	4,677	+ 28.6

(1) Revised.

New Motor Vehicle Sales, January to September 1955 and 1956

New Vehicles:						
Passenger Cars	313,424	330,951	+ 5.6	815,088	916,154	+ 12.4
Commercial Vehicles	61,078	71,335	+ 16.8	178,223	254,078	+ 42.6
Total	374,502	402,286	+ 7.4	993,311	1,170,232	+ 17.8

(1) Revised.

Financing of Motor Vehicle Sales

New Vehicles

The financing of new passenger cars by sales finance and acceptance companies in September amounted to \$31,826,000 and covered 14,649 units. Compared to September 1955 the amount financed was up 12 per cent from \$28,335,000 while the number of units financed increased only 2 per cent from 14,317. Commercial vehicle financing amounted to \$9,664,000, up 30 per cent from \$7,426,000 a year earlier. The number of units financed in the same period increased by less than one per cent from 3,018 to 3,041. With September passenger car and commercial vehicle financing the cumulative figures for this year showed increases of 35 per cent in amount of financing from \$295,887,000 last year to \$400,099,000 and 17 per cent in number from 147,741 to 173,363.

Used Vehicles

The amount of financing of used passenger cars and commercial vehicles at \$29,631,000 was only slightly below the \$29,784,000 reported last year but the number of units financed declined 9 per cent from 36,908 to 33,730.

Motor Vehicle Financing, January to September 1955 and 1956

	<u>Number of Units</u>			<u>Amount of Financing</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	125,618	148,031	+ 17.8	242,390	319,330	+ 31.7
Commercial Vehicles	22,123	25,332	+ 14.5	53,497	80,769	+ 51.0
Total	147,741	173,363	+ 17.3	295,887	400,887	+ 35.2
Used Vehicles:						
Passenger Cars	285,029	298,718	+ 4.8	236,111	264,034	+ 11.8
Commercial Vehicles	45,282	43,010	- 5.0	37,338	38,487	+ 3.1
Total	330,311	341,728	+ 3.5	273,449	302,521	+ 10.6

(1) Revised.

NUMBER OF MOTOR VEHICLES FINANCED IN CANADA 1955(REVISED)-1956

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

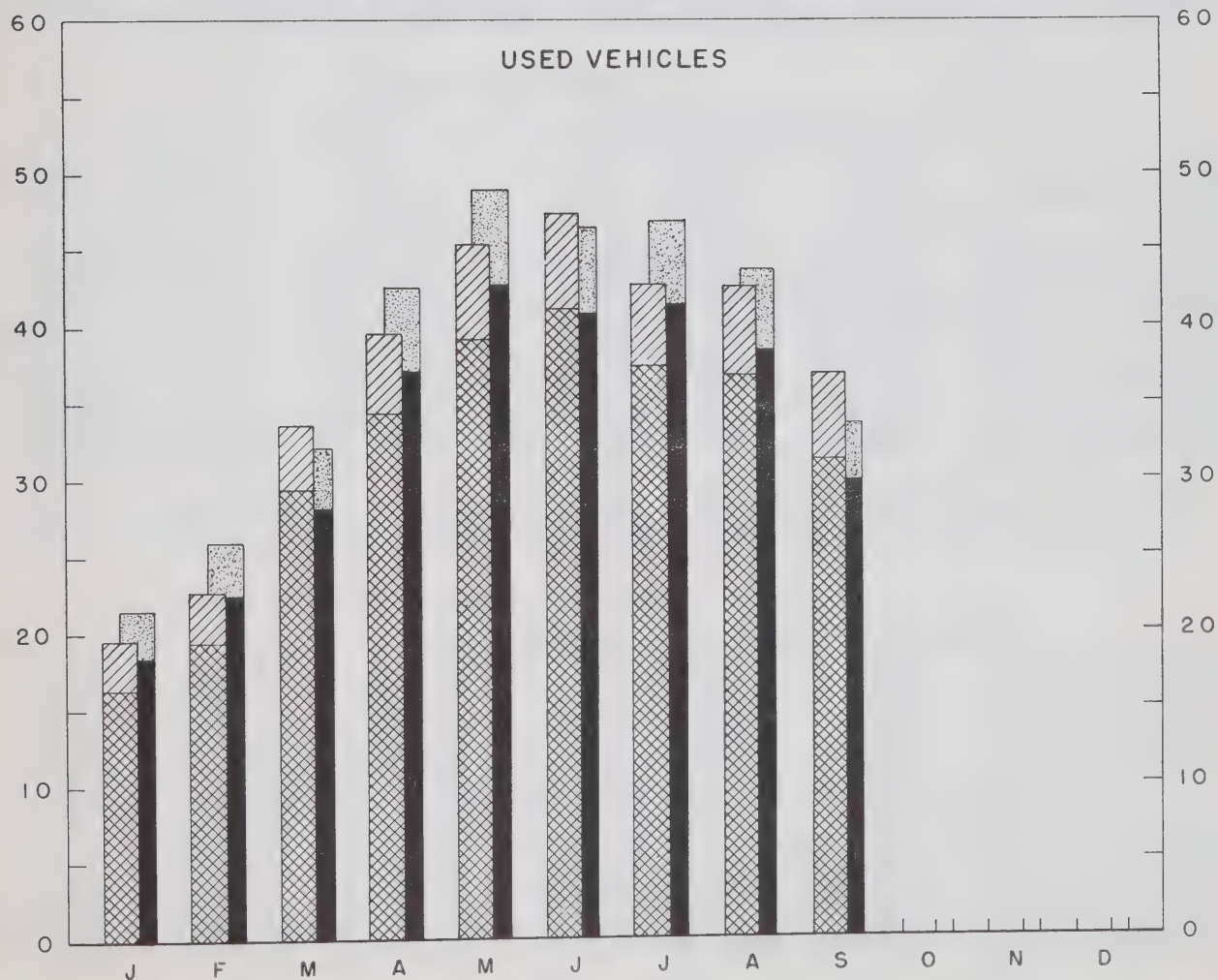
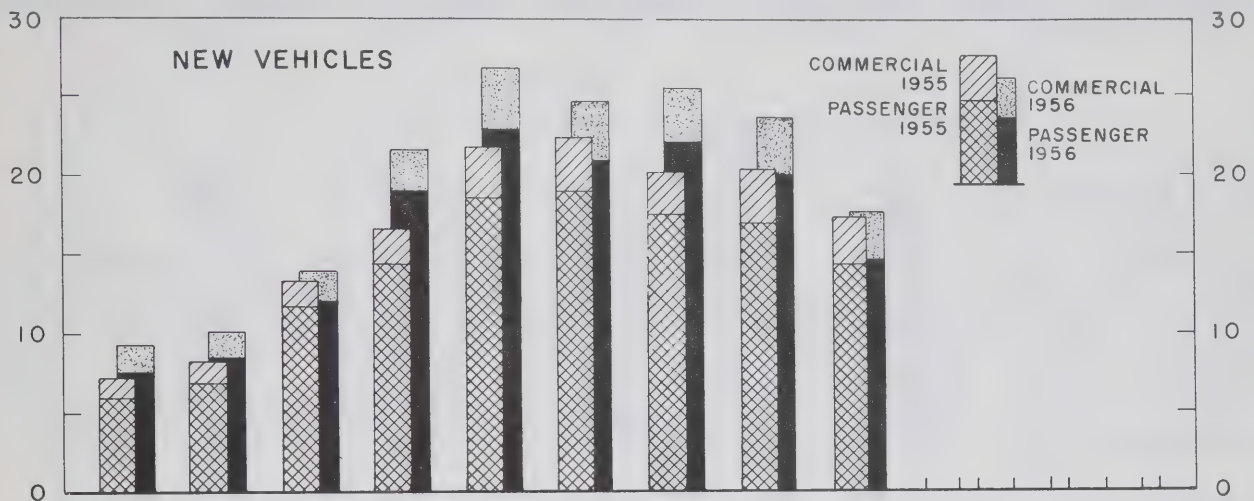


TABLE 1 New Motor Vehicle Sales, by Provinces
September 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	311	358	+ 15.1	759	956	+ 26.0
Prince Edward Island...	77	80	+ 3.9	182	193	+ 6.0
Nova Scotia	715	830	+ 16.1	1,735	2,124	+ 22.4
New Brunswick	529	618	+ 16.8	1,358	1,633	+ 20.3
Quebec	4,955	6,285	+ 26.8	13,093	17,562	+ 34.1
Ontario	11,544	10,309	- 10.7	29,849	27,900	- 6.5
Manitoba	1,141	853	- 25.2	2,947	2,347	- 20.4
Saskatchewan	1,007	1,091	+ 8.3	2,600	2,974	+ 14.4
Alberta	1,904	2,461	+ 29.3	4,978	6,945	+ 39.5
British Columbia	2,756	2,861	+ 3.8	6,937	7,809	+ 12.6
Canada	24,939	25,746	+ 3.2	64,438	70,443	+ 9.3
Commercial Vehicles						
Newfoundland	150	136	- 9.3	370	362	- 2.2
Prince Edward Island...	37	40	+ 8.1	83	116	+ 39.8
Nova Scotia	202	229	+ 13.4	524	702	+ 34.0
New Brunswick	207	233	+ 12.6	541	737	+ 36.2
Quebec	1,315	1,852	+ 40.8	4,319	6,714	+ 55.5
Ontario	2,439	2,401	- 1.6	7,407	9,404	+ 27.0
Manitoba	421	264	- 37.3	1,878	940	- 49.1
Saskatchewan	409	481	+ 17.6	1,047	1,420	+ 35.6
Alberta	931	1,049	+ 12.7	2,988	3,519	+ 17.6
British Columbia	794	961	+ 21.0	2,366	3,280	+ 38.8
Canada	6,905	7,646	+ 10.7	21,523	27,194	+ 26.3
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	461	494	+ 7.2	1,129	1,318	+ 16.7
Prince Edward Island...	114	120	+ 5.3	265	309	+ 16.6
Nova Scotia	917	1,059	+ 15.5	2,259	2,826	+ 25.1
New Brunswick	736	851	+ 15.6	1,899	2,370	+ 24.8
Quebec	6,270	8,137	+ 29.8	17,412	24,276	+ 39.4
Ontario	13,983	12,710	- 9.1	37,256	37,304	+ 0.1
Manitoba	1,562	1,117	- 28.5	4,825	3,287	- 31.9
Saskatchewan	1,416	1,572	+ 11.0	3,647	4,394	+ 20.5
Alberta	2,835	3,510	+ 23.8	7,966	10,464	+ 31.4
British Columbia	3,550	3,822	+ 7.7	9,303	11,089	+ 19.2
Canada	31,844	33,392	+ 4.9	85,961	97,637	+ 13.6

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
September 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,109	1,072	- 3.3	2,108	2,166	+ 2.8
Quebec	3,153	3,314	+ 5.1	6,577	7,525	+ 14.4
Ontario	6,445	6,198	- 3.8	12,418	13,216	+ 6.4
Manitoba	521	464	- 10.9	1,032	968	- 6.2
Saskatchewan	592	609	+ 2.9	1,106	1,265	+ 14.4
Alberta	1,234	1,617	+ 31.0	2,466	3,515	+ 42.5
British Columbia	1,263	1,375	+ 8.9	2,628	3,171	+ 20.7
Canada	14,317	14,649	+ 2.3	28,335	31,826	+ 12.3
Commercial Vehicles						
Atlantic Provinces	331	258	- 22.1	716	613	- 14.4
Quebec	746	830	+ 11.3	1,875	2,692	+ 43.6
Ontario	926	886	- 4.3	2,181	3,043	+ 39.5
Manitoba	138	98	- 29.0	291	296	+ 1.7
Saskatchewan	139	172	+ 23.7	258	433	+ 67.8
Alberta	358	461	+ 28.8	903	1,397	+ 54.7
British Columbia	380	336	- 11.6	1,202	1,190	- 1.0
Canada	3,018	3,041	+ 0.8	7,426	9,664	+ 30.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,440	1,330	- 7.6	2,824	2,779	- 1.6
Quebec	3,899	4,144	+ 6.3	8,452	10,217	+ 20.9
Ontario	7,371	7,084	- 3.9	14,599	16,259	+ 11.4
Manitoba	659	562	- 14.7	1,323	1,264	- 4.5
Saskatchewan	731	781	+ 6.8	1,364	1,698	+ 24.5
Alberta	1,592	2,078	+ 30.5	3,369	4,912	+ 45.8
British Columbia	1,643	1,711	+ 4.1	3,830	4,361	+ 13.9
Canada	17,335	17,690	+ 2.0	35,761	41,490	+ 16.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
September 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	3,394	2,995	- 11.8	2,699	2,457	- 9.0
Quebec	6,024	5,856	- 2.8	5,239	5,494	+ 4.9
Ontario	13,452	12,302	- 8.5	10,606	10,744	+ 1.3
Manitoba	1,366	1,088	- 20.4	1,109	911	- 17.9
Saskatchewan	1,363	1,152	- 15.5	1,013	857	- 15.4
Alberta	2,827	2,968	+ 5.0	2,271	2,560	+ 12.7
British Columbia	2,799	2,787	- 0.4	2,549	2,733	+ 7.2
Canada	31,225	29,148	- 6.7	25,486	25,756	+ 1.1
Commercial Vehicles						
Atlantic Provinces	946	703	- 25.7	651	508	- 22.0
Quebec	1,196	949	- 20.7	927	887	- 4.3
Ontario	1,626	1,263	- 22.3	1,150	1,038	- 9.7
Manitoba	226	209	- 7.5	166	157	- 5.4
Saskatchewan	387	325	- 16.0	272	232	- 14.7
Alberta	712	635	- 10.8	572	534	- 6.6
British Columbia	590	498	- 15.6	560	519	- 7.3
Canada	5,683	4,582	- 19.4	4,298	3,875	- 9.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	4,340	3,698	- 14.8	3,350	2,965	- 11.5
Quebec	7,220	6,805	- 5.7	6,166	6,381	+ 3.5
Ontario	15,078	13,565	- 10.0	11,756	11,782	+ 0.2
Manitoba	1,592	1,297	- 18.5	1,275	1,068	- 16.2
Saskatchewan	1,750	1,477	- 15.6	1,285	1,089	- 15.3
Alberta	3,539	3,603	+ 1.8	2,843	3,094	+ 8.8
British Columbia	3,389	3,285	- 3.1	3,109	3,252	+ 4.6
Canada	36,908	33,730	- 8.6	29,784	29,631	- 0.5

(1) Revised

63-007

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OTTAWA - CANADA

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MERCHANDISING FILE

Statistics Canada

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

OCTOBER 1956

New Motor Vehicle Sales

There were 25,446 new passenger cars sold in October for a retail value of \$68,962,000, a decrease of 3 per cent in number and 5 per cent in value over the 26,135 units sold in October 1955 for \$72,630,000. The number of units sold was down in Manitoba, Ontario and British Columbia. The value of sales decreased in these same provinces and also in Saskatchewan. Among the provinces which registered an increase, Newfoundland was outstanding while significant gains occurred in New Brunswick and Prince Edward Island.

New commercial vehicles sold in October 1956 numbered 8,073, an increase of 11 per cent over the 7,283 sold in the same month last year. The value of sales increased 30 per cent to \$27,695,000 from \$21,356,000 over the same period. Provincially, Manitoba, Nova Scotia and Ontario registered a drop in the number of units sold but the value of sales was down only in Manitoba. Included in the above figures were 41 buses valued at \$456,000.

New passenger cars and commercial vehicles combined were only slightly higher than in October 1955, with 33,519 units retailed for \$96,657,000.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-106

Sales of European-Made Vehicles, October 1955 and 1956

	Number of Units			Retail Value		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	1,474	2,363	+ 60.3	2,669	4,280	+ 60.4
Commercial Vehicles	232	310	+ 33.6	490	661	+ 34.9
Total	1,706	2,673	+ 56.7	3,159	4,941	+ 56.4

(1) Revised.

New Motor Vehicle Sales, January to October 1955 and 1956

New Vehicles:						
Passenger Cars	339,559	356,397	+ 5.0	887,718	985,116	+ 11.0
Commercial Vehicles	68,361	79,408	+ 16.2	199,579	281,773	+ 41.2
Total	407,920	435,805	+ 6.8	1,087,297	1,266,889	+ 16.5

(1) Revised.

Financing of Motor Vehicle SalesNew Vehicles

In October 1956, sales finance and acceptance companies handled the financing of 15,621 new passenger cars for an amount of \$33,174,000. The number of new passenger cars financed was 27 per cent greater than the 12,266 financed a year ago while the amount financed increased 36 per cent from \$24,338,000. These increases were shared by all ten provinces with British Columbia, Alberta and Quebec in the lead.

Commercial vehicle sales financing in this period amounted to \$10,152,000 and covered 3,294 units. These figures were respectively 60 and 25 per cent greater than their levels in October 1955.

Used Vehicles

The financing of used passenger cars and used commercial vehicles amounted to \$31,350,000, an increase of 21 per cent over the \$25,944,000 reported for October 1955. In the same period the number of used vehicles financed increased 11 per cent to 35,883 units from 32,268 in the previous year. Of these totals, passenger car financing accounted for \$26,978,000 and 30,915 units which were respectively 22 and 13 per cent greater than a year ago.

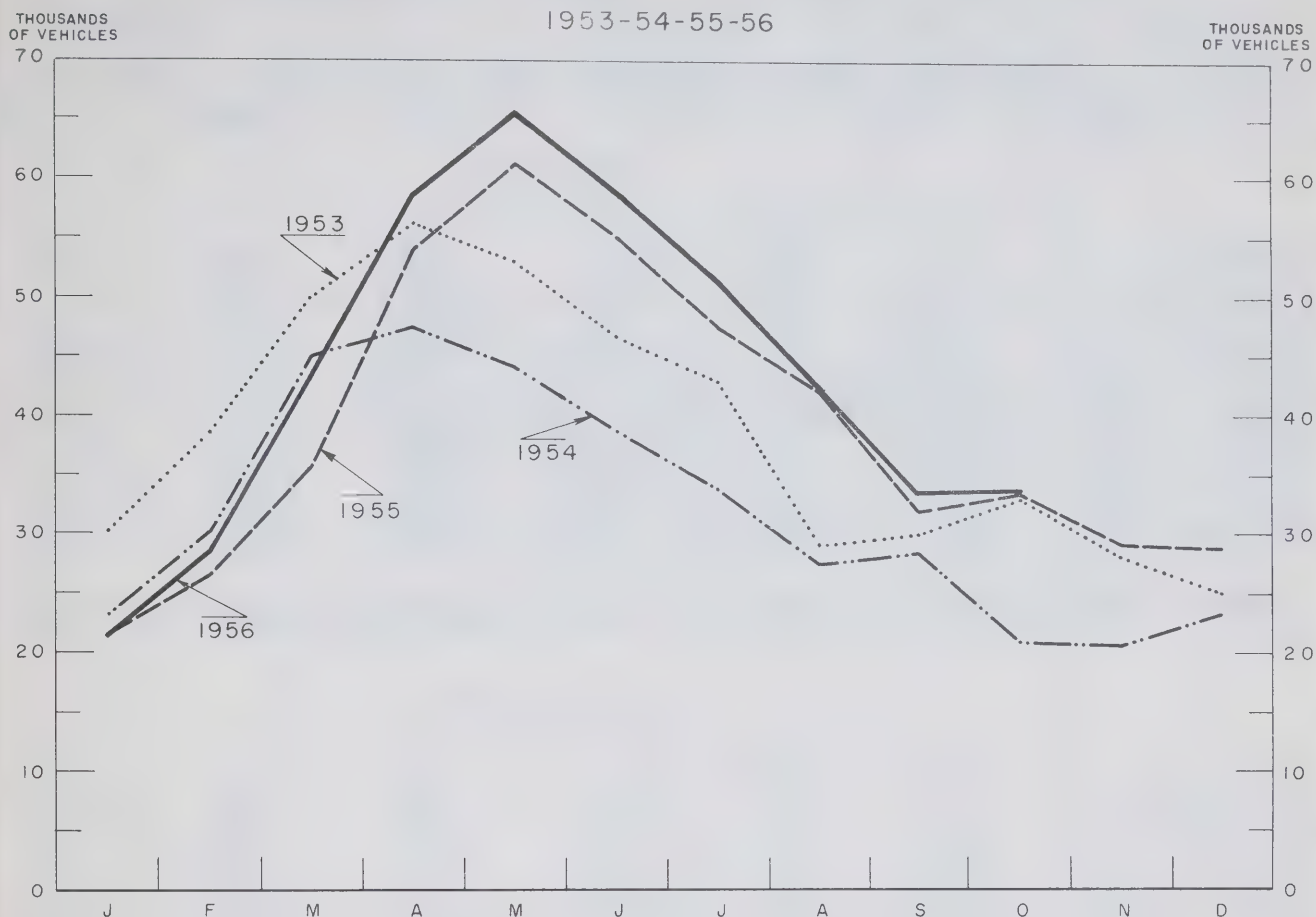
Motor Vehicle Financing, January to October 1955 and 1956

	Number of Units			Amount of Financing		
	1955(1)	1956	% Change	1955(1) \$'000	1956 \$'000	% Change
New Vehicles:						
Passenger Cars	137,884	163,652	+ 18.7	266,728	352,504	+ 32.2
Commercial Vehicles	24,752	28,626	+ 15.7	59,824	90,921	+ 52.0
Total	162,636	192,278	+ 18.2	326,552	443,425	+ 35.8
Used Vehicles:						
Passenger Cars	312,488	329,633	+ 5.5	258,203	291,012	+ 12.7
Commercial Vehicles	50,091	47,978	- 4.2	41,190	42,859	+ 4.1
Total	362,579	377,611	+ 4.1	299,393	333,871	+ 11.5

(1) Revised.

NUMBER OF NEW MOTOR VEHICLES SOLD

1953-54-55-56



% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES

1956/1955

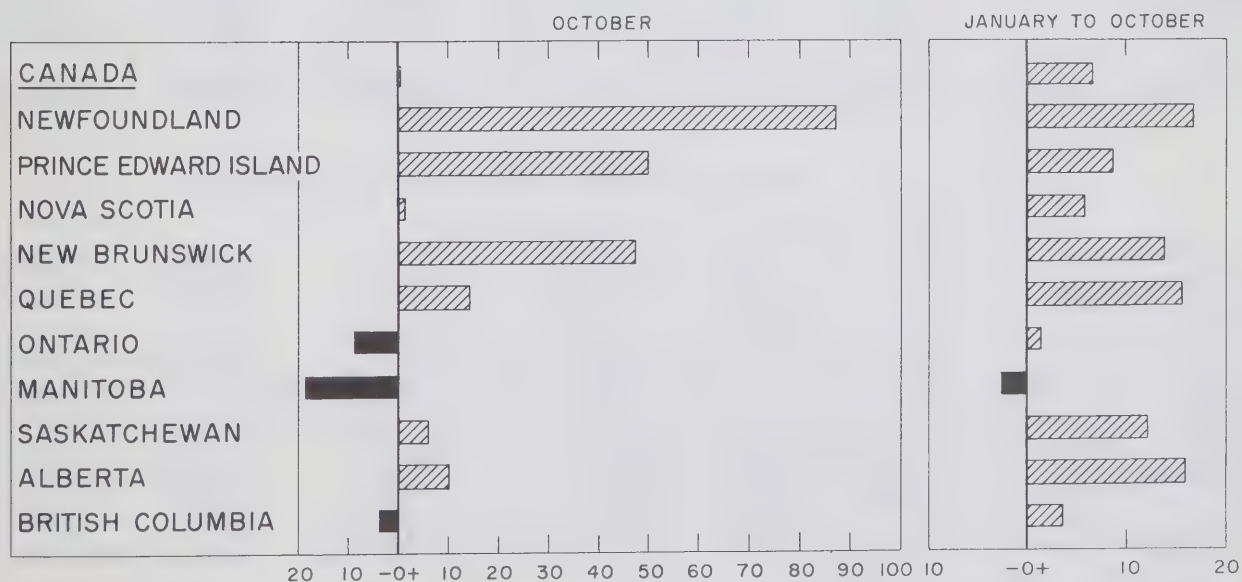


TABLE 1 New Motor Vehicle Sales, by Provinces
October 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	193	386	+ 100.0	489	969	+ 98.2
Prince Edward Island...	72	102	+ 41.7	198	250	+ 26.3
Nova Scotia	769	806	+ 4.8	2,033	2,058	+ 1.2
New Brunswick	459	659	+ 43.6	1,231	1,679	+ 36.4
Quebec	5,069	5,585	+ 10.2	14,415	15,540	+ 7.8
Ontario	13,279	11,913	- 10.3	37,096	32,302	- 12.9
Manitoba	1,149	907	- 21.1	3,183	2,412	- 24.2
Saskatchewan	1,088	1,106	+ 1.7	2,986	2,965	- 0.7
Alberta	1,933	1,976	+ 2.2	5,391	5,440	+ 0.9
British Columbia	2,124	2,006	- 5.6	5,608	5,347	- 4.7
Canada	26,135	25,446	- 2.6	72,630	68,962	- 5.1
Commercial Vehicles						
Newfoundland	96	155	+ 61.5	232	422	+ 81.9
Prince Edward Island...	26	45	+ 73.1	59	125	+ 111.9
Nova Scotia	234	214	- 8.5	556	607	+ 9.2
New Brunswick	160	255	+ 59.4	711	809	+ 13.8
Quebec	1,222	1,631	+ 33.5	4,242	5,878	+ 38.6
Ontario	3,226	3,170	- 2.7	9,005	11,005	+ 22.2
Manitoba	269	246	- 8.6	991	705	- 28.9
Saskatchewan	370	439	+ 18.6	1,032	1,499	+ 45.3
Alberta	810	1,043	+ 28.8	2,074	3,821	+ 84.2
British Columbia	870	875	+ 0.6	2,454	2,824	+ 15.1
Canada	7,283	8,073	+ 10.8	21,356	27,695	+ 29.7
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	289	541	+ 87.2	721	1,391	+ 92.9
Prince Edward Island...	98	147	+ 50.0	257	375	+ 45.9
Nova Scotia	1,003	1,020	+ 1.7	2,589	2,665	+ 2.9
New Brunswick	619	914	+ 47.7	1,942	2,488	+ 28.1
Quebec	6,291	7,216	+ 14.7	18,657	21,418	+ 14.8
Ontario	16,505	15,083	- 8.6	46,101	43,307	- 6.1
Manitoba	1,418	1,153	- 18.7	4,174	3,117	- 25.3
Saskatchewan	1,458	1,545	+ 6.0	4,018	4,464	+ 11.1
Alberta	2,743	3,019	+ 10.1	7,465	9,261	+ 24.1
British Columbia	2,994	2,881	- 3.8	8,062	8,171	+ 1.4
Canada	33,418	33,519	+ 0.3	93,986	96,657	+ 2.8

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
October 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	885	1,010	+ 14.1	1,708	1,975	+ 15.6
Quebec	2,726	3,491	+ 28.1	5,692	7,801	+ 37.1
Ontario	5,584	6,996	+ 25.3	10,842	14,632	+ 35.0
Manitoba	428	483	+ 12.9	824	970	+ 17.7
Saskatchewan	564	715	+ 26.8	1,077	1,451	+ 34.7
Alberta	1,140	1,538	+ 34.9	2,244	3,210	+ 43.0
British Columbia	939	1,388	+ 47.8	1,951	3,135	+ 60.7
Canada	12,266	15,621	+ 27.4	24,338	33,174	+ 36.3
Commercial Vehicles						
Atlantic Provinces	300	309	+ 3.0	637	758	+ 19.0
Quebec	627	789	+ 25.8	1,532	2,518	+ 64.4
Ontario	878	1,021	+ 16.3	2,032	2,984	+ 46.9
Manitoba	83	112	+ 34.9	220	274	+ 24.5
Saskatchewan	130	184	+ 41.5	247	458	+ 85.4
Alberta	307	481	+ 56.7	736	1,779	+ 141.7
British Columbia	304	398	+ 30.9	923	1,381	+ 49.6
Canada	2,629	3,294	+ 25.3	6,327	10,152	+ 60.5
Total — Passenger Cars and Commercial Vehicles						
Atlantic Provinces	1,185	1,319	+ 11.3	2,345	2,733	+ 16.5
Quebec	3,353	4,280	+ 27.6	7,224	10,319	+ 42.8
Ontario	6,462	8,017	+ 24.1	12,874	17,616	+ 36.8
Manitoba	511	595	+ 16.4	1,044	1,244	+ 19.2
Saskatchewan	694	899	+ 29.5	1,324	1,909	+ 44.2
Alberta	1,447	2,019	+ 39.5	2,980	4,989	+ 67.4
British Columbia	1,243	1,786	+ 43.7	2,874	4,516	+ 57.1
Canada	14,895	18,915	+ 27.0	30,665	43,326	+ 41.3

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
October 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,756	2,919	+ 5.9	2,125	2,360	+ 11.1
Quebec	5,289	6,419	+ 21.4	4,496	5,863	+ 30.4
Ontario	11,837	13,007	+ 9.9	9,281	11,260	+ 21.3
Manitoba	1,167	1,171	+ 0.3	912	948	+ 3.9
Saskatchewan	1,397	1,455	+ 4.2	1,021	1,107	+ 8.4
Alberta	2,601	3,114	+ 19.7	2,067	2,650	+ 28.2
British Columbia	2,412	2,830	+ 17.3	2,190	2,790	+ 27.4
Canada	27,459	30,915	+ 12.6	22,092	26,978	+ 22.1
Commercial Vehicles						
Atlantic Provinces	748	701	- 6.3	511	489	- 4.3
Quebec	889	1,062	+ 19.5	746	992	+ 33.0
Ontario	1,417	1,453	+ 2.5	1,097	1,255	+ 14.4
Manitoba	219	208	- 5.0	168	141	- 16.1
Saskatchewan	338	328	- 3.0	235	242	+ 3.0
Alberta	694	675	- 2.7	585	624	+ 6.7
British Columbia	504	541	+ 7.3	510	629	+ 23.3
Canada	4,809	4,968	+ 3.3	3,852	4,372	+ 13.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,504	3,620	+ 3.3	2,636	2,849	+ 8.1
Quebec	6,178	7,481	+ 21.1	5,242	6,855	+ 30.8
Ontario	13,254	14,460	+ 9.1	10,378	12,515	+ 20.6
Manitoba	1,386	1,379	- 0.5	1,080	1,089	+ 0.8
Saskatchewan	1,735	1,783	+ 2.8	1,256	1,349	+ 7.4
Alberta	3,295	3,789	+ 15.0	2,652	3,274	+ 23.5
British Columbia	2,916	3,371	+ 15.6	2,700	3,419	+ 26.6
Canada	32,268	35,883	+ 11.2	25,944	31,350	+ 20.8

(1) Revised

63-007

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

NOVEMBER 1956

New Motor Vehicle Sales

Sales of new passenger cars in November numbered 25,063 units and sold for \$68,060,000. Sales advanced 6 per cent in number and 1 per cent in value as compared to the 23,594 units sold for \$67,159,000 in the corresponding 1955 period and outranked any other month of November for number and amount of sales. Provincially, Nova Scotia lead with increases of 21 per cent in number and 15 per cent in value of sales while Prince Edward Island trailed with decreases of 16 and 23 per cent respectively for number and amount.

New commercial vehicles sold numbered 6,096 and retailed for \$22,307,000. The value of sales constituted a record for a month of November but the number of units sold ranked fifth after 1950, 1951, 1952 and 1953. Compared to November 1955, sales advanced 14 per cent in number and 39 per cent in amount. Included in the above figures were 38 buses valued at \$531,000.

The combined sales of new passenger cars and new commercial vehicles totalled 31,159 units and \$90,367,000 in amount; each figure accounted for an increase of 8 per cent over November of last year.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

6505-506-116

Sales of European-Made Vehicles, November 1955 and 1956

	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	1,623	2,510	+ 54.7	2,981	4,640	+ 55.7
Commercial Vehicles	200	354	+ 77.0	428	742	+ 73.4
Total	1,823	2,864	+ 57.1	3,409	5,382	+ 57.9
(1) Revised.						

New Motor Vehicle Sales, January to November 1955 and 1956

New Vehicles:						
Passenger Cars	363,153	381,460	+ 5.0	954,877	1,053,176	+ 10.3
Commercial Vehicles	73,729	85,504	+ 16.0	215,671	304,080	+ 41.0
Total	436,882	466,964	+ 6.9	1,170,548	1,357,256	+ 16.0
(1) Revised.						

Financing of Motor Vehicle Sales

New Vehicles - In November 1956 the financing of new passenger car sales through sales finance and acceptance companies showed substantial gains over last year in all Canadian provinces. These gains ranged from 17 to 57 per cent as regards the number of units financed and from 19 to 63 per cent in the case of the amount financed - Manitoba accounted for the highs and the Atlantic Provinces the lows. The Canada totals increased 27 per cent in number from 10,138 to 12,886 and 31 per cent in value of sales financed from \$21,087,000 to \$27,656,000. These levels eclipsed those of any other month of November on record.

The financing of new commercial vehicle sales rose 32 per cent in number during the period under review to 3,143 units from 2,379 units in November 1955 and 63 per cent in amount of financing to \$9,807,000 from \$5,870,000. Increases were evident in all regions particularly in Quebec, Saskatchewan and Alberta.

Used Vehicles - The financing of used passenger car sales in November 1956 amounted to \$22,661,000 and covered 25,794 units. These figures were respectively 10 and 4 per cent greater than their levels a year ago. The number of used commercial vehicles financed at 4,244 units was 8 per cent below that of a year ago but the amount involved was 2 per cent above at \$3,900,000.

Motor Vehicle Financing, January to November 1955 and 1956

	<u>Number of Units</u>			<u>Amount of Financing</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
New Vehicles:						
Passenger Cars	148,022	176,538	+ 19.3	287,815	380,160	+ 32.1
Commercial Vehicles	27,131	31,769	+ 17.1	65,694	100,728	+ 53.3
Total	175,153	208,307	+ 18.9	353,509	480,888	+ 36.0
Used Vehicles:						
Passenger Cars	337,214	355,427	+ 5.4	278,869	313,673	+ 12.5
Commercial Vehicles	54,712	52,222	= 4.6	44,998	46,759	+ 3.9
Total	391,926	407,649	+ 4.0	323,867	360,432	+ 11.3

(1) Revised.

NUMBER OF MOTOR VEHICLES FINANCED IN CANADA 1955(REVISED)-1956

THOUSANDS
OF VEHICLES

THOUSANDS
OF VEHICLES

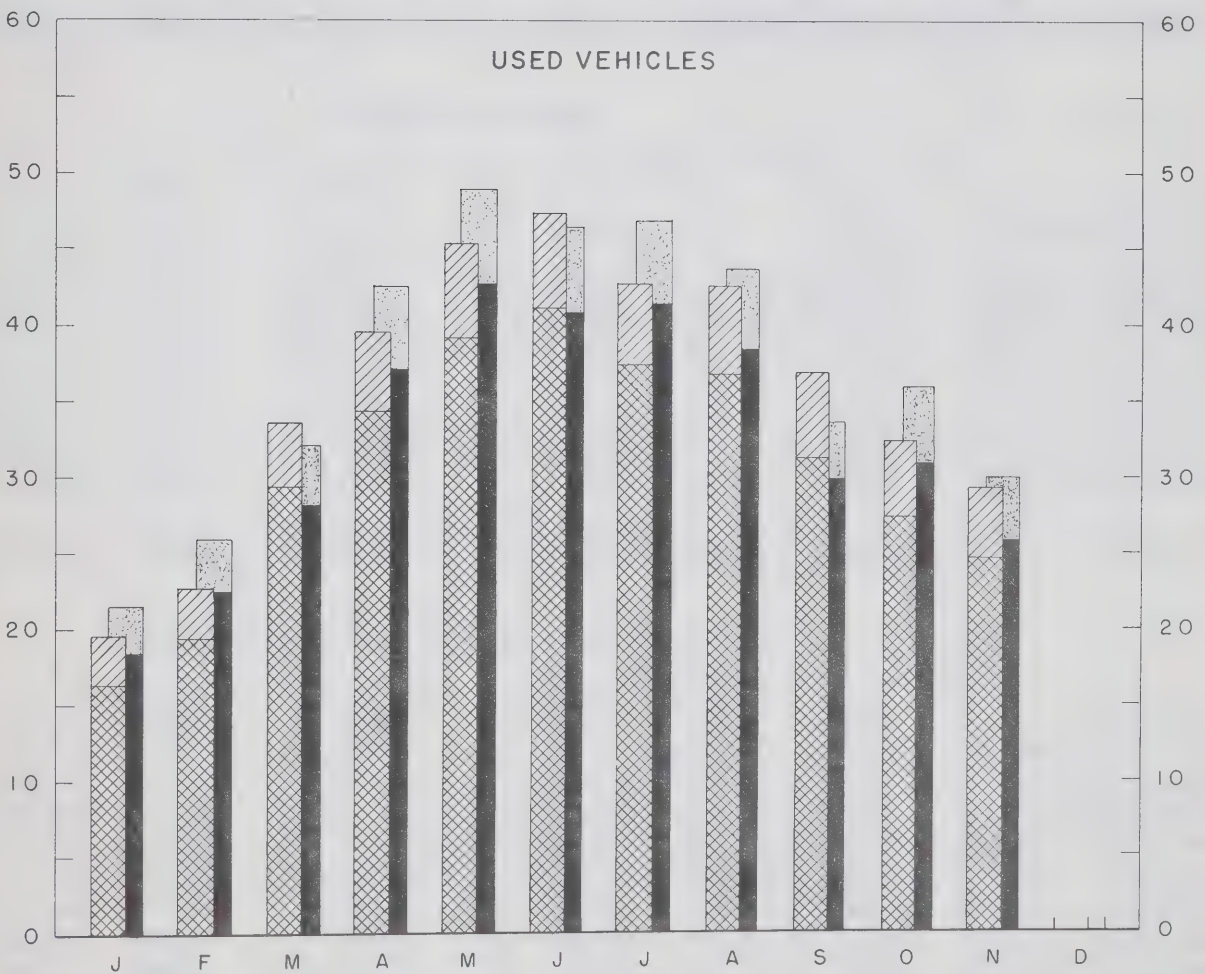
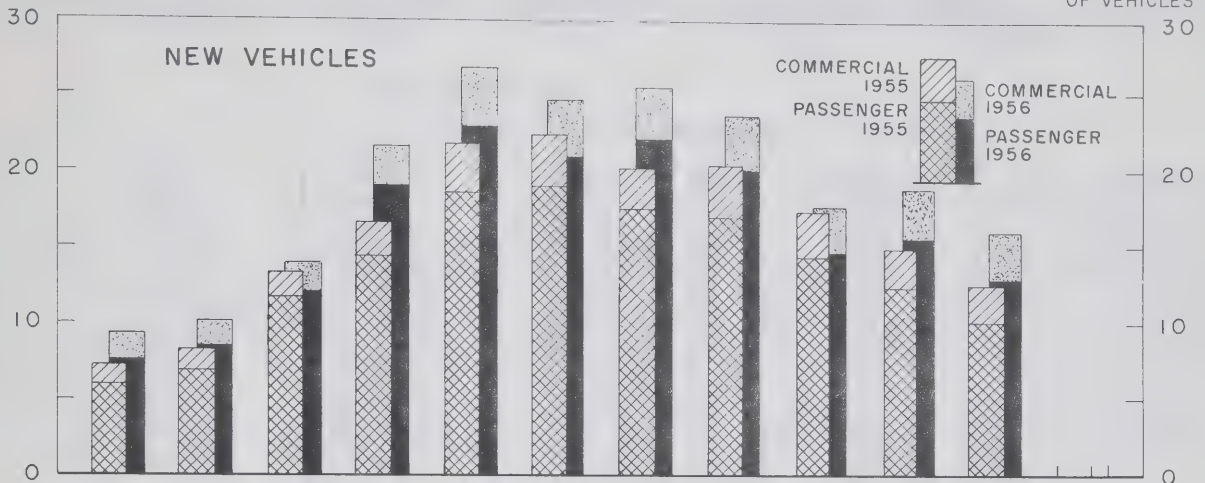


TABLE 1 New Motor Vehicle Sales, by Provinces
November 1955 and 1956

Province	Number			Retail Value		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	312	309	- 1.0	817	810	- 0.9
Prince Edward Island...	91	76	- 16.5	235	180	- 23.4
Nova Scotia	684	826	+ 20.8	1,852	2,125	+ 14.7
New Brunswick	693	713	+ 2.9	1,883	1,865	- 1.0
Quebec	4,791	5,525	+ 15.3	13,953	15,388	+ 10.3
Ontario	11,266	11,924	+ 5.8	32,392	32,191	- 0.6
Manitoba	817	722	- 11.6	2,286	1,957	- 14.4
Saskatchewan	876	1,061	+ 21.1	2,488	2,830	+ 13.7
Alberta	1,795	1,928	+ 7.4	5,122	5,318	+ 3.8
British Columbia	2,269	1,979	- 12.8	6,131	5,396	- 12.0
Canada	23,594	25,063	+ 6.2	67,159	68,060	+ 1.3
Commercial Vehicles						
Newfoundland	120	148	+ 23.3	289	422	+ 46.0
Prince Edward Island...	36	14	- 61.1	91	41	- 54.9
Nova Scotia	194	195	+ 0.5	481	589	+ 22.5
New Brunswick	174	245	+ 40.8	472	719	+ 52.3
Quebec	1,128	1,561	+ 38.4	3,415	5,732	+ 67.8
Ontario	1,969	1,806	- 8.3	5,963	7,126	+ 19.5
Manitoba	239	230	- 3.8	811	798	- 1.6
Saskatchewan	272	362	+ 33.1	725	1,068	+ 47.3
Alberta	666	843	+ 26.6	1,945	3,410	+ 75.3
British Columbia	570	692	+ 21.4	1,900	2,402	+ 26.4
Canada	5,368	6,096	+ 13.6	16,092	22,307	+ 38.6
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	432	457	+ 5.8	1,106	1,232	+ 11.4
Prince Edward Island...	127	90	- 29.1	326	221	- 32.2
Nova Scotia	878	1,021	+ 16.3	2,333	2,714	+ 16.3
New Brunswick	867	958	+ 10.5	2,355	2,584	+ 9.7
Quebec	5,919	7,086	+ 19.7	17,368	21,120	+ 21.6
Ontario	13,235	13,730	+ 3.7	38,355	39,317	+ 2.5
Manitoba	1,056	952	- 9.8	3,097	2,755	- 11.0
Saskatchewan	1,148	1,423	+ 24.0	3,213	3,898	+ 21.3
Alberta	2,461	2,771	+ 12.6	7,067	8,728	+ 23.5
British Columbia	2,839	2,671	- 5.9	8,031	7,798	- 2.9
Canada	28,962	31,159	+ 7.6	83,251	90,367	+ 8.5

(1) Revised

TABLE 2 Financing of Sales of New Motor Vehicles, by Provinces
November 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	737	860	+ 16.7	1,439	1,708	+ 18.7
Quebec	2,156	3,093	+ 43.5	4,706	6,963	+ 48.0
Ontario	4,882	5,775	+ 18.3	10,037	12,172	+ 21.3
Manitoba	261	410	+ 57.1	521	850	+ 63.1
Saskatchewan	380	511	+ 34.5	760	1,030	+ 35.5
Alberta	962	1,175	+ 22.1	2,014	2,489	+ 23.6
British Columbia	760	1,062	+ 39.7	1,610	2,444	+ 51.8
Canada	10,138	12,886	+ 27.1	21,087	27,656	+ 31.2
Commercial Vehicles						
Atlantic Provinces	247	248	+ 0.4	510	553	+ 8.4
Quebec	566	877	+ 54.9	1,387	3,007	+116.8
Ontario	812	936	+ 15.3	2,070	2,867	+ 38.5
Manitoba	81	95	+ 17.3	200	274	+ 37.0
Saskatchewan	120	161	+ 34.2	219	445	+103.2
Alberta	331	483	+ 45.9	809	1,661	+105.3
British Columbia	222	343	+ 54.5	675	1,000	+ 48.1
Canada	2,379	3,143	+ 32.1	5,870	9,807	+ 67.1
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	984	1,108	+ 12.6	1,949	2,261	+ 16.0
Quebec	2,722	3,970	+ 45.8	6,093	9,970	+ 63.6
Ontario	5,694	6,711	+ 17.9	12,107	15,039	+ 24.2
Manitoba	342	505	+ 47.7	721	1,124	+ 55.9
Saskatchewan	500	672	+ 34.4	979	1,475	+ 50.7
Alberta	1,293	1,658	+ 28.2	2,823	4,150	+ 47.0
British Columbia	982	1,405	+ 43.1	2,285	3,444	+ 50.7
Canada	12,517	16,029	+ 28.1	26,957	37,463	+ 39.0

(1) Revised

TABLE 3 Financing of Sales of Used Motor Vehicles, by Provinces
November 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955 (1)	1956	% Change, 1956/1955	1955 (1)	1956	% Change, 1956/1955
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	2,565	2,378	- 7.3	2,076	1,911	- 7.9
Quebec	4,871	5,408	+ 11.0	4,330	5,089	+ 17.5
Ontario	11,170	11,087	- 0.7	9,158	9,609	+ 4.9
Manitoba	806	885	+ 9.8	664	755	+ 13.7
Saskatchewan	1,053	1,138	+ 8.1	774	845	+ 9.2
Alberta	2,315	2,537	+ 9.6	1,864	2,125	+ 14.0
British Columbia	1,946	2,361	+ 21.3	1,800	2,327	+ 29.3
Canada	24,726	25,794	+ 4.3	20,666	22,661	+ 9.7
Commercial Vehicles						
Atlantic Provinces	675	564	- 16.4	463	396	- 14.5
Quebec	950	937	- 1.4	864	1,053	+ 21.9
Ontario	1,367	1,140	- 16.6	1,066	1,006	- 5.6
Manitoba	196	169	- 13.8	190	129	- 32.1
Saskatchewan	334	297	- 11.1	224	199	- 11.2
Alberta	674	646	- 4.2	559	601	+ 7.5
British Columbia	425	491	+ 15.5	442	516	+ 16.7
Canada	4,621	4,244	- 8.2	3,808	3,900	+ 2.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	3,240	2,942	- 9.2	2,539	2,307	- 9.1
Quebec	5,821	6,345	+ 9.0	5,194	6,142	+ 18.3
Ontario	12,537	12,227	- 2.5	10,224	10,615	+ 3.8
Manitoba	1,002	1,054	+ 5.2	854	884	+ 3.5
Saskatchewan	1,387	1,435	+ 3.5	998	1,044	+ 4.6
Alberta	2,989	3,183	+ 6.5	2,423	2,726	+ 12.5
British Columbia	2,371	2,852	+ 20.3	2,242	2,843	+ 26.8
Canada	29,347	30,038	+ 2.4	24,474	26,561	+ 8.5

(1) Revised

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NEW MOTOR VEHICLE SALES AND MOTOR VEHICLE FINANCING

DECEMBER 1956

New Motor Vehicle Sales

Sales of new passenger cars in December reached a new high level for the month with 25,203 units which sold for a record value of \$71,612,000. These figures accounted for gains of 6 per cent and 5 per cent respectively over the previous high records of 23,809 units retailed for \$68,474,000 in December last year. Total sales for the year 1956 were up 5 per cent in number from 386,962 in 1955 to 406,663 and 10 per cent in value from \$1,023,351,000 to \$1,124,788,000, a record for any year. European-made passenger cars increased their share of total passenger cars sold during 1956 to 8 per cent from 6 per cent in the previous year.

Sales of new commercial vehicles in December rose 18 per cent in number from 4,987 in the same month of 1955 to 5,894 and 30 per cent in value from \$16,868,000 to \$21,967,000. The annual totals for 1956, with 1955 in brackets, were 91,397 units (78,716) sold for \$326,047,000 (\$232,539,000). In 1956, buses accounted for 71 units valued at \$1,512,000 in the month of December and 745 units valued at \$14,806,000 in the twelve month period.

Notes:

Retail values quoted in this report are based on the retail price to individual purchasers at the Canadian point of manufacture. In the case of imported vehicles, the values are the retail price delivered at the nearest Canadian distributing centre. Retail values include sales and excise taxes, charges for standard accessories, dealers' commissions, etc. Transportation charges from Canadian point of manufacture to point of delivery are not included.

The financing shown herein represents only that business done by sales finance and acceptance companies engaged in the purchase or discounting of notes receivable arising from retail instalment sales of new and used motor vehicles.

Prepared in Merchandising and Services Section,
Industry and Merchandising Division.

Sales of European-Made Vehicles, 1955 and 1956

December

	<u>Number of Units</u>			<u>Retail Value</u>		
	<u>1955(1)</u>	<u>1956</u>	<u>% Change</u>	<u>1955(1)</u> \$'000	<u>1956</u> \$'000	<u>% Change</u>
Passenger Cars	1,266	1,803	+ 42.4	2,306	3,488	+ 51.3
Commercial Vehicles	225	375	+ 66.7	493	784	+ 59.0
Total	1,491	2,178	+ 46.1	2,799	4,272	+ 52.6

January to December

Passenger Cars	22,165	33,163	+ 49.6	40,609	61,285	+ 50.9
Commercial Vehicles	2,466	3,604	+ 46.1	5,051	7,693	+ 52.3
Total	24,631	36,765	+ 49.3	45,660	68,978	+ 51.1

(1) Revised

Financing of Sales of New Motor Vehicles

New Vehicles

The financing of new passenger car sales by sales finance and acceptance companies in December 1956 was higher than in any former December. The amount of financing increased to \$23,660,000, 37 per cent above the previous high recorded for December 1955 with financing of \$17,254,000. This amount covered the financing of 10,717 new passenger cars or 31 per cent more than the 8,169 units financed in December 1955 and 6 per cent more than the previous high record of 10,096 established in December 1952. The financing of sales of new commercial vehicles in this period advanced 45 per cent in amount from \$5,234,000 in December 1955 to \$7,617,000 and 32 per cent in number financed from 1,805 to 2,389.

With the close of the year passenger car and commercial vehicle sales financing attained a new peak with an amount of \$512,165,000. This amount was 36 per cent above the previous high level of \$375,997,000 reached in 1955. The number of vehicles financed totalled 221,413 units, 20 per cent more than the 185,127 financed last year and 17 per cent greater than the previous high record of 189,052 financed in 1953.

Used Vehicles

The financing of used passenger cars and commercial vehicles at \$19,258,000 in December this year was down 1 per cent from \$19,464,000 recorded for December 1955. The number of vehicles financed decreased 5 per cent in the same period from 22,277 to 21,135.

The cumulative figures for 1956 showed a rise of 11 per cent in amount of financing from \$343,331,000 in 1955 to \$379,690,000 while the number financed increased 3 per cent from 414,203 to 428,784. Compared with the record year 1953 the number of vehicles financed was smaller by 22,676 but the amount financed was less than 1 per cent below the 1953 total of \$383,298,000.

Sales and Financing of New Vehicles Compared

<u>January to December</u>	<u>Passenger Cars</u>		<u>Commercial Vehicles</u>	
	<u>1955(1)</u>	<u>1956</u>	<u>1955(1)</u>	<u>1956</u>
No. Sold	386,962	406,663	78,716	91,398
No. Financed	156,191	187,255	28,936	34,158
% of Sales Financed	40.4	46.0	36.8	37.4

TABLE 1 New Motor Vehicle Sales, by Provinces
December 1955 and 1956

Province	Number			Retail Value		
	1955(1)	1956	% Change,	1955(1)	1956	% Change,
			1956/55			1956/55
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	128	171	+ 33.6	349	460	+ 31.8
Prince Edward Island...	85	65	- 23.5	222	175	- 21.2
Nova Scotia	764	529	- 30.8	2,076	1,392	- 32.9
New Brunswick	506	409	- 19.2	1,399	1,114	- 20.4
Quebec	4,057	5,346	+ 31.8	12,202	15,452	+ 26.6
Ontario	11,505	11,082	- 3.7	32,955	31,996	- 2.9
Manitoba	929	1,261	+ 35.7	2,632	3,546	+ 34.7
Saskatchewan	856	1,129	+ 31.9	2,446	3,123	+ 27.7
Alberta	1,850	2,319	+ 25.4	5,375	6,460	+ 20.2
British Columbia	3,129	2,892	- 7.6	8,818	7,894	- 10.5
Canada	23,809	25,203	+ 5.9	68,474	71,612	+ 4.6
Commercial Vehicles						
Newfoundland	62	113	+ 82.3	155	308	+ 98.7
Prince Edward Island...	31	30	- 3.2	81	79	- 2.5
Nova Scotia	214	168	- 21.5	684	477	- 30.3
New Brunswick	166	153	- 7.8	452	562	+ 24.3
Quebec	909	1,297	+ 42.7	3,284	4,884	+ 48.7
Ontario	1,912	1,895	- 0.9	7,057	7,740	+ 9.7
Manitoba	247	287	+ 16.2	816	1,296	+ 58.8
Saskatchewan	178	368	+106.7	504	1,209	+139.9
Alberta	567	914	+ 61.2	1,685	3,194	+ 89.6
British Columbia	701	669	- 4.6	2,150	2,218	+ 3.2
Canada	4,987	5,894	+ 18.2	16,868	21,967	+ 30.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	190	284	+ 49.5	504	768	+ 52.4
Prince Edward Island...	116	95	- 18.1	303	254	- 16.2
Nova Scotia	978	697	- 28.7	2,760	1,869	- 32.3
New Brunswick	672	562	- 16.4	1,851	1,676	- 9.5
Quebec	4,966	6,643	+ 33.8	15,486	20,336	+ 31.3
Ontario	13,417	12,977	- 3.3	40,012	39,736	- 0.7
Manitoba	1,176	1,548	+ 31.6	3,448	4,842	+ 40.4
Saskatchewan	1,034	1,497	+ 44.8	2,950	4,332	+ 46.8
Alberta	2,417	3,233	+ 33.8	7,060	9,654	+ 36.7
British Columbia	3,830	3,561	- 7.0	10,968	10,112	- 7.8
Canada	28,796	31,097	+ 8.0	85,342	93,579	+ 9.7

(1) Revised.

TABLE 2 New Motor Vehicle Sales, by Provinces
January-to-December 1955 and 1956

Province	Number			Retail Value		
	1955(1)	1956	% Change, 1956/55	1955(1)	1956	% Change, 1956/55
			%	\$ '000	\$ '000	%
Passenger Cars						
Newfoundland	4,636	5,581	+ 20.4	11,473	14,400	+ 25.5
Prince Edward Island...	1,490	1,566	+ 5.1	3,647	3,998	+ 9.6
Nova Scotia	12,411	13,015	+ 4.9	31,173	33,628	+ 7.9
New Brunswick	9,802	10,791	+ 10.1	25,034	28,731	+ 14.8
Quebec	80,918	92,670	+ 14.5	219,424	263,974	+ 20.3
Ontario	180,888	180,269	- 0.3	479,456	498,455	+ 4.0
Manitoba	16,483	16,166	- 1.9	43,443	44,410	+ 2.2
Saskatchewan	14,812	17,248	+ 16.4	39,147	46,787	+ 19.5
Alberta	27,781	31,750	+ 14.3	73,872	88,507	+ 19.8
British Columbia	37,741	37,607	- 0.4	96,682	101,898	+ 5.4
Canada	386,962	406,663	+ 5.1	1,023,351	1,124,788	+ 9.9
Commercial Vehicles						
Newfoundland	1,645	1,775	+ 7.9	3,977	4,851	+ 22.0
Prince Edward Island...	554	578	+ 4.3	1,275	1,571	+ 23.2
Nova Scotia	3,175	3,263	+ 2.8	7,774	9,437	+ 21.4
New Brunswick	2,846	3,390	+ 19.1	7,604	10,225	+ 34.5
Quebec	16,181	20,795	+ 28.5	53,081	81,774	+ 54.1
Ontario	28,286	31,675	+ 12.0	84,196	116,728	+ 38.6
Manitoba	3,698	3,826	+ 3.5	12,257	12,702	+ 3.6
Saskatchewan	4,608	5,033	+ 9.2	11,408	14,876	+ 30.4
Alberta	8,782	10,998	+ 25.2	25,409	39,503	+ 55.5
British Columbia	8,941	10,065	+ 12.6	25,558	34,440	+ 34.8
Canada	78,716	91,398	+ 16.1	232,539	326,047	+ 40.2
Total - Passenger Cars and Commercial Vehicles						
Newfoundland	6,281	7,356	+ 17.1	15,450	19,251	+ 24.6
Prince Edward Island...	2,044	2,144	+ 4.9	4,922	5,569	+ 13.1
Nova Scotia	15,586	16,278	+ 4.4	38,947	43,065	+ 10.6
New Brunswick	12,648	14,181	+ 12.1	32,638	38,956	+ 19.4
Quebec	97,099	113,465	+ 16.9	272,505	345,688	+ 26.9
Ontario	209,174	211,944	+ 1.3	563,652	615,183	+ 9.1
Manitoba	20,181	19,992	- 0.9	55,700	57,112	+ 2.5
Saskatchewan	19,420	22,281	+ 14.7	50,555	61,663	+ 22.0
Alberta	36,563	42,748	+ 16.9	99,281	128,010	+ 28.9
British Columbia	46,682	47,672	+ 2.1	122,240	136,338	+ 11.5
Canada	465,678	498,061	+ 7.0	1,255,890	1,450,835	+ 15.5

(1) Revised.

**TABLE 3 Financing of Sales of New Motor Vehicles, by Provinces
December 1955 and 1956**

Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55	1955(1)	1956	% Change, 1956/55
			%	\$	\$	%
Passenger Cars						
Atlantic Provinces	515	596	+ 15.7	1,010	1,229	+ 21.7
Quebec	1,629	2,315	+ 42.1	3,652	5,424	+ 48.5
Ontario	3,945	4,929	+ 24.9	8,245	10,523	+ 27.6
Manitoba	383	383	(2)	737	827	+ 12.2
Saskatchewan	261	472	+ 80.8	520	985	+ 89.4
Alberta	672	1,070	+ 59.2	1,412	2,505	+ 77.4
British Columbia	764	952	+ 24.6	1,678	2,167	+ 29.1
Canada	8,169	10,717	+ 31.2	17,254	23,660	+ 37.1
Commercial Vehicles						
Atlantic Provinces	147	160	+ 8.8	327	368	+ 12.5
Quebec	461	668	+ 44.9	1,344	2,320	+ 72.6
Ontario	655	742	+ 13.3	1,940	2,286	+ 17.8
Manitoba	61	107	+ 75.4	178	259	+ 45.5
Saskatchewan	65	136	+109.2	174	393	+125.9
Alberta	217	375	+ 72.8	589	1,243	+111.0
British Columbia	199	201	+ 1.0	682	748	+ 9.7
Canada	1,805	2,389	+ 32.4	5,234	7,617	+ 45.5
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	662	756	+ 14.2	1,337	1,597	+ 19.4
Quebec	2,090	2,983	+ 42.7	4,996	7,744	+ 55.0
Ontario	4,600	5,671	+ 23.3	10,185	12,809	+ 25.8
Manitoba	444	490	+ 10.4	915	1,086	+ 18.7
Saskatchewan	326	608	+ 86.5	694	1,378	+ 98.6
Alberta	889	1,445	+ 62.5	2,001	3,748	+ 87.3
British Columbia	963	1,153	+ 19.7	2,360	2,915	+ 23.5
Canada	9,974	13,106	+ 31.4	22,488	31,277	+ 39.1

(1) Revised
(2) Unchanged.

TABLE 4 Financing of Sales of New Motor Vehicles, by Provinces
January-to-December 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55	1955(1)	1956	% Change, 1956/55
			%	\$'000	\$ '000	%
Passenger Cars						
Atlantic Provinces	12,007	13,952	+ 16.2	22,464	27,799	+ 23.7
Quebec	35,541	44,657	+ 25.6	73,497	100,587	+ 36.9
Ontario	72,335	82,972	+ 14.7	137,934	176,504	+ 28.0
Manitoba	5,437	6,054	+ 11.3	10,258	12,550	+ 22.3
Saskatchewan	5,291	6,803	+ 28.6	9,861	13,926	+ 41.2
Alberta	13,316	17,513	+ 31.5	26,092	37,580	+ 44.0
British Columbia	12,264	15,304	+ 24.8	24,963	34,874	+ 39.7
Canada	156,191	187,255	+ 19.9	305,069	403,820	+ 32.4
Commercial Vehicles						
Atlantic Provinces	3,400	3,316	- 2.5	7,187	8,036	+ 11.8
Quebec	6,948	8,819	+ 26.9	17,220	28,089	+ 63.1
Ontario	9,613	10,822	+ 12.6	23,293	34,318	+ 47.3
Manitoba	976	1,040	+ 6.6	2,193	3,016	+ 37.5
Saskatchewan	1,256	1,535	+ 22.2	2,673	4,165	+ 55.8
Alberta	3,534	4,843	+ 37.0	9,075	17,034	+ 87.7
British Columbia	3,209	3,783	+ 17.9	9,287	13,687	+ 47.4
Canada	28,936	34,158	+ 18.0	70,928	108,345	+ 52.8
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	15,407	17,268	+ 12.1	29,651	35,835	+ 20.9
Quebec	42,489	53,476	+ 25.9	90,717	128,676	+ 41.8
Ontario	81,948	93,794	+ 14.5	161,227	210,822	+ 30.8
Manitoba	6,413	7,094	+ 10.6	12,451	15,566	+ 25.0
Saskatchewan	6,547	8,338	+ 27.4	12,534	18,091	+ 44.3
Alberta	16,850	22,356	+ 32.7	35,167	54,614	+ 55.3
British Columbia	15,473	19,087	+ 23.4	34,250	48,561	+ 41.8
Canada	185,127	221,413	+ 19.6	375,997	512,165	+ 36.2

(1) Revised.

TABLE 5 Financing of Sales of Used Motor Vehicles, by Provinces
December 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
	1955(1)	1956	% Change, 1956/55	1955(1)	1956	% Change, 1956/55
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	1,855	1,581	- 14.8	1,461	1,238	- 15.3
Quebec	3,543	3,611	+ 1.9	3,266	3,524	+ 7.9
Ontario	8,210	7,710	- 6.1	6,726	6,811	+ 1.3
Manitoba	775	718	- 7.4	637	667	+ 4.7
Saskatchewan	721	823	+ 14.1	571	644	+ 12.8
Alberta	1,678	1,780	+ 6.1	1,364	1,596	+ 17.0
British Columbia	1,642	1,790	+ 9.0	1,614	1,809	+ 12.1
Canada	18,424	18,013	- 2.2	15,639	16,289	+ 4.2
Commercial Vehicles						
Atlantic Provinces	554	420	- 24.2	454	306	- 32.6
Quebec	775	616	- 20.5	897	693	- 22.7
Ontario	1,183	919	- 22.3	1,077	796	- 26.1
Manitoba	171	138	- 19.3	171	160	- 6.4
Saskatchewan	231	218	- 5.6	196	162	- 17.3
Alberta	570	465	- 18.4	644	418	- 35.1
British Columbia	369	346	- 6.2	386	434	+ 12.4
Canada	3,853	3,122	- 19.0	3,825	2,969	- 22.4
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	2,409	2,001	- 16.9	1,915	1,544	- 19.4
Quebec	4,318	4,227	- 2.1	4,163	4,217	+ 1.3
Ontario	9,393	8,629	- 8.1	7,803	7,607	- 2.5
Manitoba	946	856	- 9.5	808	827	+ 2.4
Saskatchewan	952	1,041	+ 9.3	767	806	+ 5.1
Alberta	2,248	2,245	- 0.1	2,008	2,014	+ 0.3
British Columbia	2,011	2,136	+ 6.2	2,000	2,243	+ 12.2
Canada	22,277	21,135	- 5.1	19,464	19,258	- 1.1

(1) Revised.

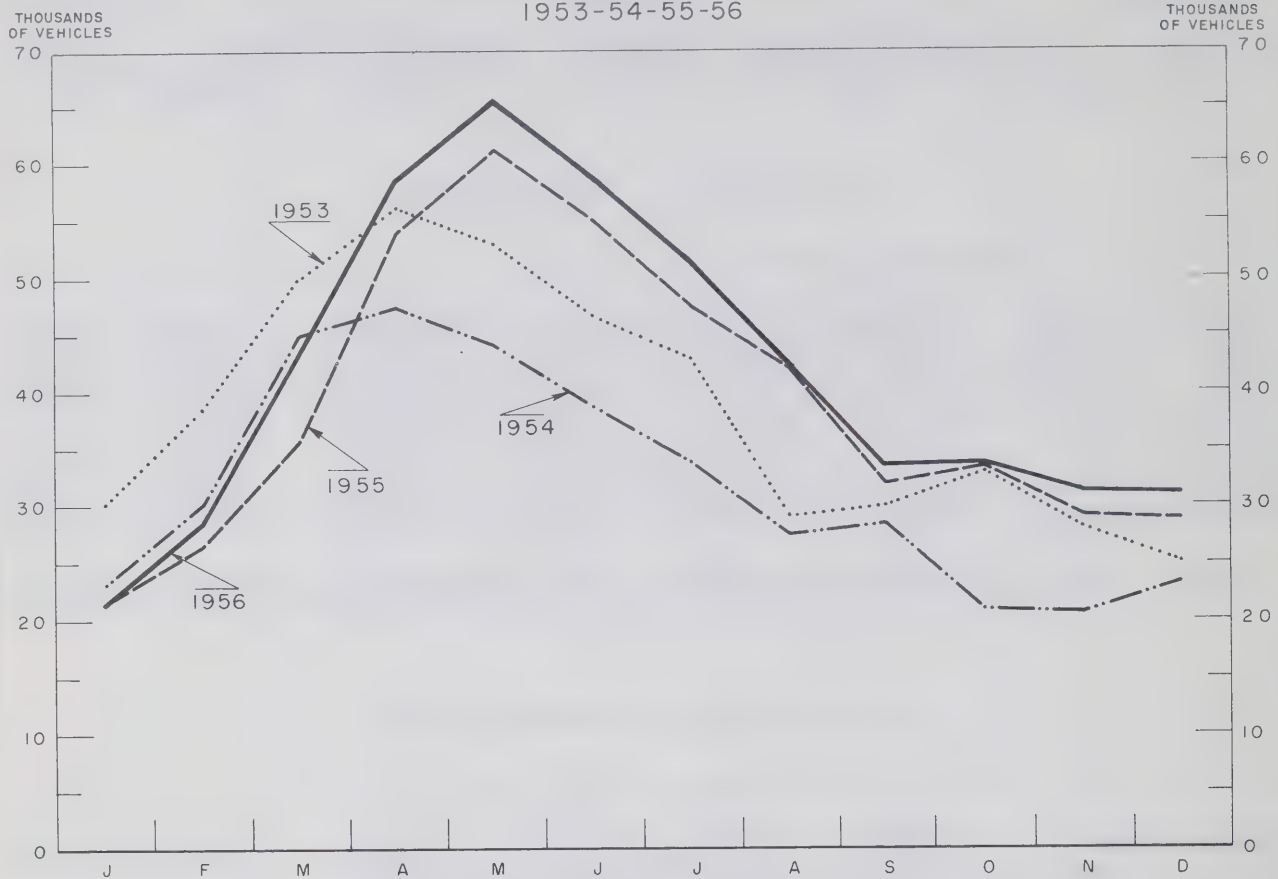
TABLE 6 Financing of Sales of Used Motor Vehicles, by Provinces
January-to-December 1955 and 1956

Province	Number of Vehicles			Amount of Financing		
			% Change,			% Change,
	1955(1)	1956	1956/55	1955(1)	1956	1956/55
			%	\$ '000	\$ '000	%
Passenger Cars						
Atlantic Provinces	36,674	37,442	+ 2.1	28,954	30,605	+ 5.7
Quebec	69,726	79,471	+ 14.0	61,691	74,058	+ 20.0
Ontario	157,230	159,013	+ 1.1	126,000	139,179	+ 10.5
Manitoba	13,475	13,515	+ 0.3	10,855	11,477	+ 5.7
Saskatchewan	14,655	15,323	+ 4.6	10,939	11,713	+ 7.1
Alberta	32,351	35,437	+ 9.5	26,361	29,926	+ 13.5
British Columbia	31,527	33,239	+ 5.4	29,708	33,004	+ 11.1
Canada	355,638	373,440	+ 5.0	294,508	329,962	+ 12.0
Commercial Vehicles						
Atlantic Provinces	8,979	8,137	- 9.4	6,383	6,027	- 5.6
Quebec	11,374	11,546	+ 1.5	10,284	11,223	+ 9.1
Ontario	17,800	16,171	- 9.2	13,639	14,075	+ 3.2
Manitoba	2,462	2,325	- 5.6	2,126	1,956	- 8.0
Saskatchewan	3,808	3,474	- 8.8	2,751	2,495	- 9.3
Alberta	8,237	7,668	- 6.9	7,381	7,058	- 4.4
British Columbia	5,905	6,023	+ 2.0	6,259	6,894	+ 10.1
Canada	58,565	55,344	- 5.5	48,823	49,728	+ 1.9
Total - Passenger Cars and Commercial Vehicles						
Atlantic Provinces	45,653	45,579	- 0.2	35,337	36,632	+ 3.7
Quebec	81,100	91,017	+ 12.2	71,975	85,281	+ 18.5
Ontario	175,030	175,184	+ 0.1	139,639	153,254	+ 9.8
Manitoba	15,937	15,840	- 0.6	12,981	13,433	+ 3.5
Saskatchewan	18,463	18,797	+ 1.8	13,690	14,208	+ 3.8
Alberta	40,588	43,105	+ 6.2	33,742	36,984	+ 9.6
British Columbia	37,432	39,262	+ 4.9	35,967	39,898	+ 10.9
Canada	414,203	428,784	+ 3.5	343,331	379,690	+ 10.6

(1) Revised.

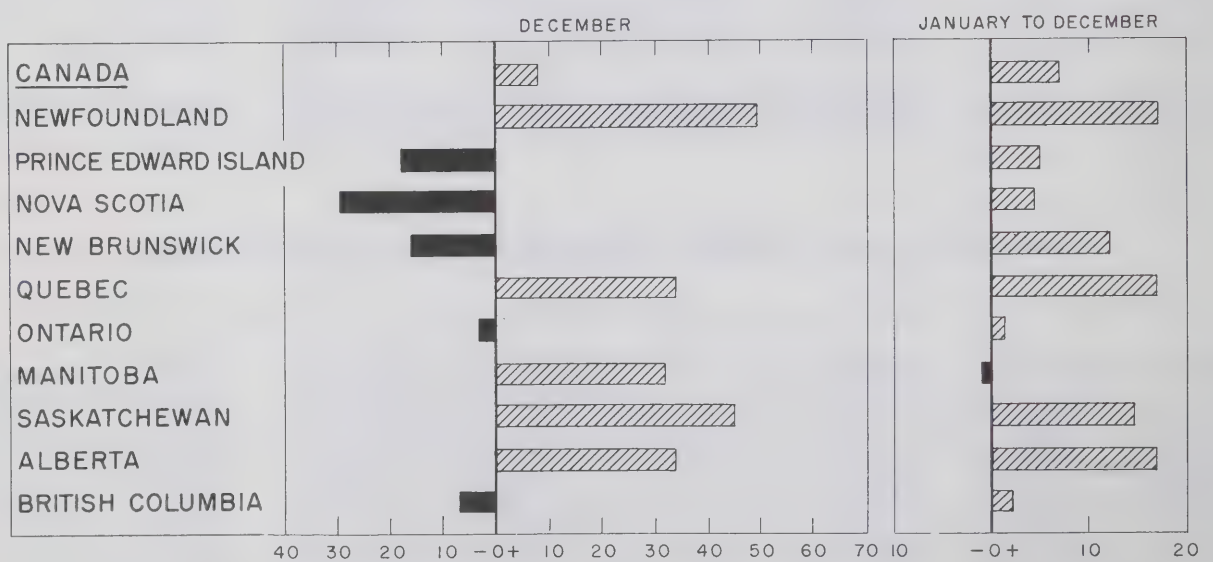
NUMBER OF NEW MOTOR VEHICLES SOLD

1953-54-55-56



% CHANGE IN NUMBER OF NEW MOTOR VEHICLES SOLD BY PROVINCES

1956/1955



DEC 7 1982

